Volume IX, No. 3 March, 1933

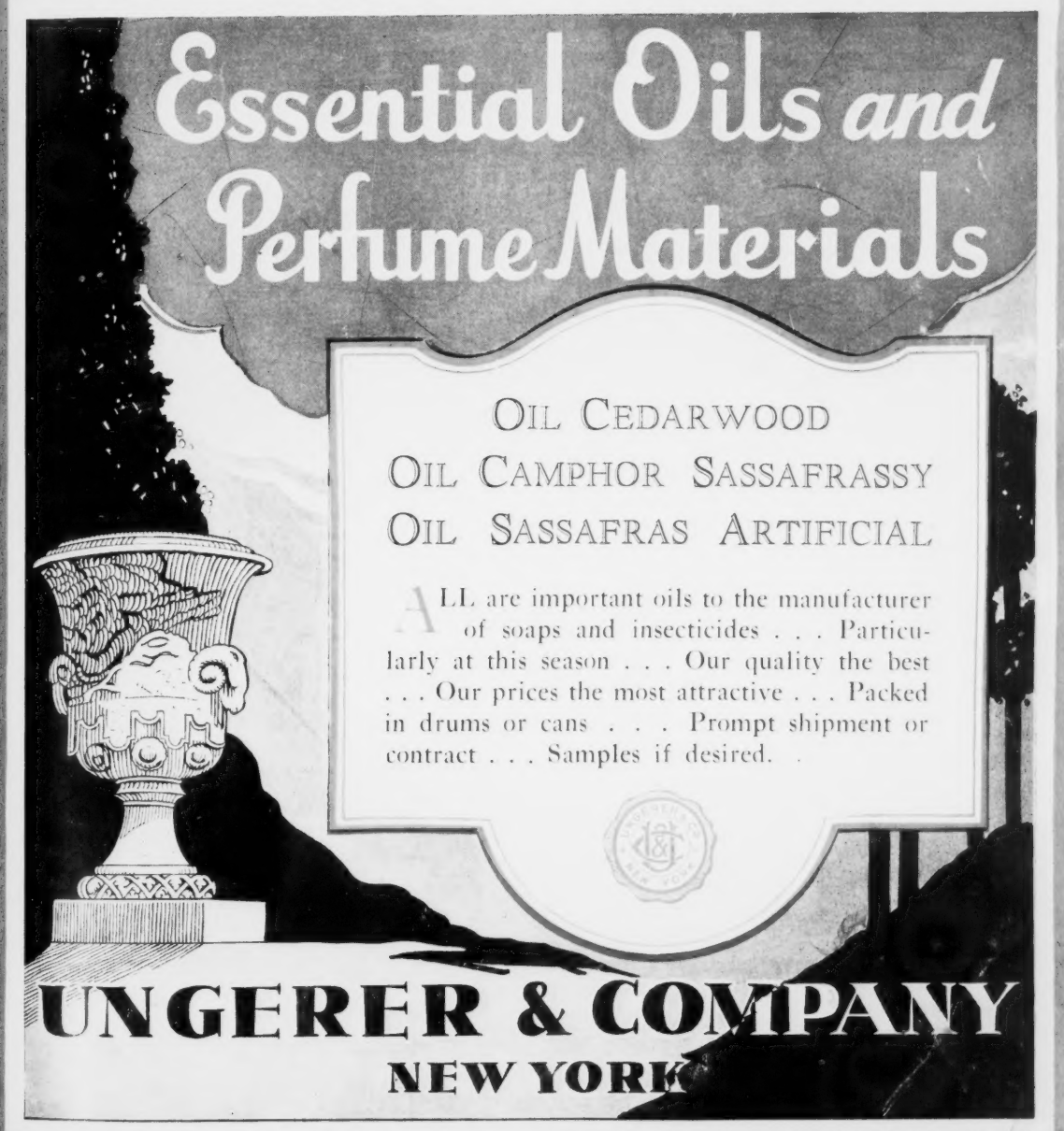
66

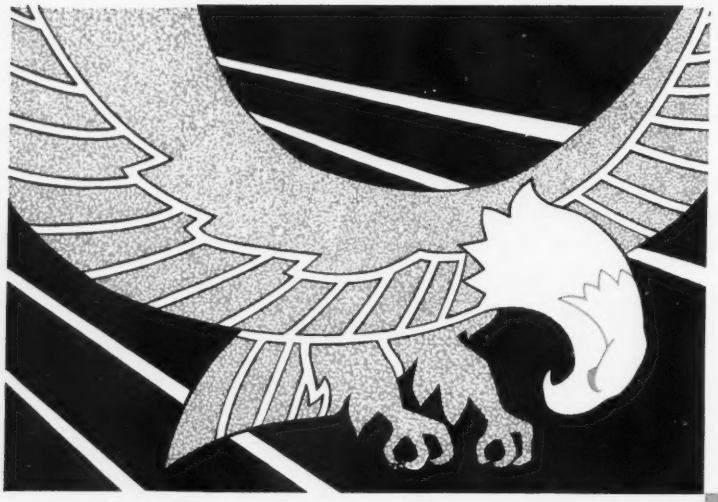
SOAP

with which is included an

Insecticide & Disinfectant Section

Published by MACNAIR-DORLAND COMPANY, INC., 136 Liberty Street, New York


Essential Oils and Perfume Materials
OIL CEDARWOOD
OIL CAMPHOR SASSAFRASSY
OIL SASSAFRAS ARTIFICIAL
ALL are important oils to the manufacturer of soaps and insecticides . . . Particularly at this season . . . Our quality the best . . . Our prices the most attractive . . . Packed in drums or cans . . . Prompt shipment or contract . . . Samples if desired.
UNGERER & COMPANY
NEW YORK



Falcon Products are Laboratory Controlled

Wake Up to these *FACTS*

YOU cannot build a successful jobbing business with "lowest-prices" for your slogan. Customers you sell on price alone, switch overnight to the price-slashing competitor offering poorer products for less money. Your field lies with customers who demand good products and are willing to pay a few pennies more to get them—customers who re-order because they are satisfied.

Such customers demand Falcon products—even today, because they know that in the long run Falcon costs them less than makeshift, price products. They know that Falcon products are labeled correctly and represented honestly. They know that the name Falcon is full guarantee for dependability.

Consider the advantages of serving your customers with the Falcon line. *First,* the great margin of profit between the low price offered you and the price you can get for Falcon products; *second,* the increased repeat business from satisfied Falcon customers, and *third,* the advantage of dealing with a firm, whose resources will help you establish your business on a profitable basis. Eagle Soap Corporation, 25 E. Jackson Blvd., Chicago.

Listed to the right are a few Falcon profit-making products with the simple reasons for their superiority.

These Falcon Products Bring Re-Orders

FALCON CONCENTRATED LIQUID TOILET SOAP

Made from raw materials of the highest grade only. Scientific manufacturing insures absolute uniformity and a guaranteed soap content.

●

FALCON 15% GOV'T STANDARD LIQUID TOILET SOAP

Made in strict accordance with the U.S. Government Master Liquid Soap Specification. Uncle Sam keeps his eye on this soap, a fact that eases sales resistance 50%.

●

FALCON ROACH POWDER

Contains the highest percentage of active ingredients of any roach powder on the market. Guaranteed unqualifiedly to rid the premises of roaches. A real business builder.

●

FALCON DEODORIZING BLOCS AND BLOCKETTES

Made by the cold pressure method of manufacture which we originated 15 years ago, insuring slow and uniform evaporation.

●

FALCON NON-BUFFING FLOOR WAX

Made of No. 1 Brazilian Carnauba Wax, the finest obtainable. Carnauba Wax is more lustrous than any other and withstands wear better.

●

FALCON LINSEED OIL SOAP

A scientifically made product bearing the approval of the country's leading linoleum manufacturers. Its neutral ingredients never vary.

FALCON
SANITATION PRODUCTS

Write for new Falcon descriptive price list.
New prices, New products, New opportunities

Specialists in Sulfonated Oils

THE RICHARDS CHEMICAL WORKS
INCORPORATED
MANUFACTURING CHEMISTS
WARREN AND MORRIS STREETS
JERSEY CITY, N. J.

Soluble Oil Bases for

POLISHES

SOAPLESS
SHAMPOOS

DISINFECTANTS

COLORS VARY

but NOT

du Pont Rhodiones

You'll find their standard of uniformity and purity always dependable in formulae.

RHODIONE A. B.

This du Pont Aromatic is both chemically pure and free from any traces of fractions or by-odors which modify the perfume value of the Rhodione.

Because its purity gives the manufacturer a sure laboratory control of his perfume formulae, Rhodione A. B. is especially recommended for soaps.

Such control of formulae is not possible where crude Rhodiones are used.

METHYL RHODIONE

Here is a highly purified synthetic violet of the stem character.

And like all du Pont Aromatics can be relied upon for absolute purity and uniformity today, tomorrow or next year.

DU PONT AROMATICS

E. I. DU PONT DE NEMOURS & CO., INC.
Fine Chemicals Division
260 WEST BROADWAY, NEW YORK, N. Y.
7 South Dearborn Street, Chicago, Ill.
SOLE DISTRIBUTORS FOR Société Usines Chimiques, Rhône—Poulenc, France

MAIL COUPON FOR SAMPLES AND FURTHER INFORMATION

E. I. DU PONT DE NEMOURS & COMPANY, INC., Fine Chemicals Division, 260 W. Broadway, New York

Gentlemen. PLEASE SEND ME SAMPLES of your _____

_____ I want to test them for myself. It is understood this does not obligate me in any way.

Name _____

Address _____

City _____ *State* _____

S-3

Say you saw it in SOAP!

SOAP

Reg. U. S. Patent Office

Volume IX
Number 3

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INSECTICIDE and Disinfectant Section, which is included as a department of every issue of SOAP, begins on page 65. Oil, Fat & Soap Production Section begins on page 55. These sections contain news, articles and editorial opinion of particular interest to their respective industries.

DR. FOSTER D. SNELL
Consulting Technical Editor

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Where THE WORK OF YOUR CLOSURE Ends!

THIS is a picture of empty bottles. Perhaps one of them contained your product. Did the closure you put on it give a good account of itself? Was it thoroughly satisfactory until the bottle was emptied?

Perhaps you think that does not matter as long as the sale was made. But the way your closure performs its duty has much to do with the purchaser's liking for your product and whether she will buy it again.

Here at C. C. & S. "the right closure" means one that measures up at every stage of the life of your particular package. We are familiar with factory requirements—we know what consumers demand. And long experience with many kinds of products has taught us a lot about the behavior of closures under all sorts of conditions. You will find this experience most valuable in obtaining closures that perform their full duty all the way.

➤ EFFECTIVE SEALING ➤ SUITABILITY FOR PRODUCT ➤ EASY APPLICATION ➤ EASY REMOVAL ➤ BEAUTIFUL DECORATIONS ➤ DEPENDABLE SUPPLY ➤ NATION WIDE SERVICE

TO OBTAIN THE RIGHT CLOSURE FOR YOUR PRODUCT

CROWN CORK & SEAL CO. Baltimore Md.

WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS

It's all in the CAP

Say you saw it in SOAP!

QUALITY SANITARY • SPECIALTIES •

RUBLESS FLOOR WAX

Nopco 1725

A liquid rubless floor wax that dries to a lustrous durable film. Its water resistant properties compare favorably with solvent wax solutions. A stable emulsion.

FURNITURE POLISH

Nopco 1716-AL-2

An improved furniture polish which actually cleans as it polishes. It adds a rich, lustrous film and leaves no trace of oiliness or greasiness. Easy to apply and economical. A popular seller.

AUTO POLISH

Nopco 1669

A stable emulsion product. Cleans and polishes with a minimum of effort. Leaves a glistening, bright finish.

SCRUBBING SOAP

Nopco 1715

A pine oil scrubbing soap for general cleansing purposes. Disinfects as it cleans. Popular in cleaning linoleum floors, woodwork, tiling, etc. Will not injure surface or hands.

SCOURING COMPOUND

Nopco 1687-A

An excellent substitute for soap. A liquid product instantaneously soluble in water. Used in dish washing machines. A cleanser of unusual emulsifying properties, widely used for general scouring purposes, especially where grease is to be removed.

PINE OIL BASE

Nopco Albasol AR

An excellent base for making soluble pine oils for spraying disinfecting, and insecticide purposes.

LIQUID SOAP BASE

Nopco Kokobase

A high grade concentrated coconut oil potash soap. Used extensively for making perfumed liquid soaps and shampoos.

NOPCO quality products are always uniform and of unvarying high standards. This means complete satisfaction to ultimate consumer. Write for complete information regarding our products in which you are interested.

NOPCO

NATIONAL OIL PRODUCTS COMPANY

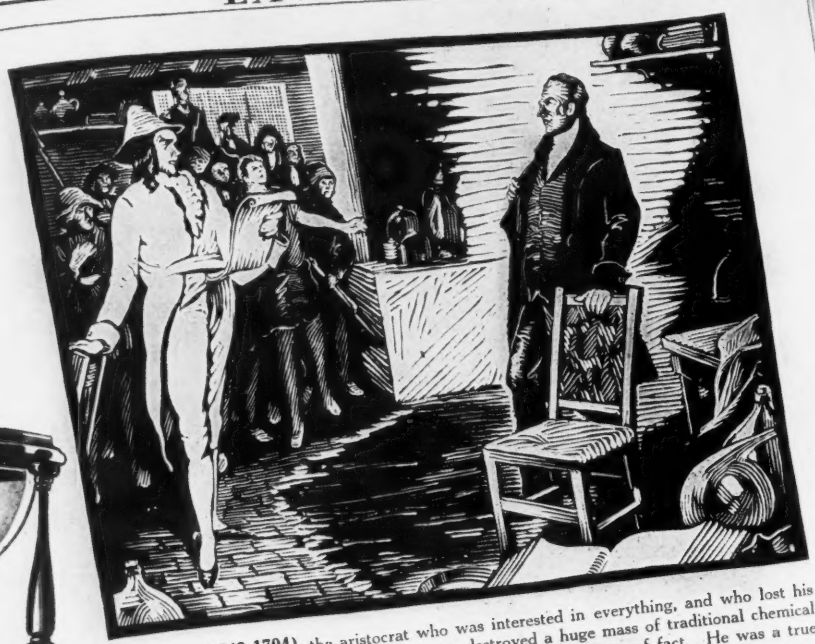
Boston Chicago **HARRISON, N. J.** Hamburg, Germany San Francisco

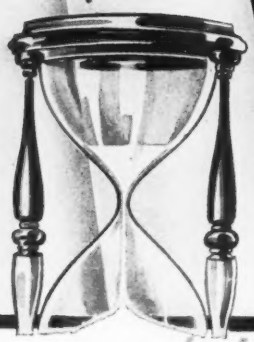
Say you saw it in SOAP!

LEADERSHIP

THRU THE PAGES OF CHEMICAL HISTORY

LAVOISIER 30





Lavoisier (1743-1794), the aristocrat who was interested in everything, and who lost his head because he was an aristocrat, destroyed a huge mass of traditional chemical rubbish, clearing the way for the modern chemistry of fact. He was a true progressive.

and to-day

MONSANTO

occupies a ranking position as a supplier of basic materials to many diversified industries. For example Monsanto is a leading producer of

C O U M A R I N

and was the first American manufacturer. The product has been constantly improved and is preferred for its true aroma, pure white color, and excellent rate of solubility.

Monsanto Chemical Works
ST. LOUIS, U.S.A.

NEW YORK BOSTON CHICAGO SAN FRANCISCO LONDON

Other Monsanto products include Methyl Salicylate U. S. P., Phenol U. S. P., Cresylic Acid and Santochlor (Pure Paradichlorbenzene).

CHEMICALS of QUALITY
Monsanto
ST. LOUIS, U.S.A.

Say you saw it in SOAP!

ALBERT VERLEY
INCORPORATED

GERANIUM ARTIFICIAL GERANIOLS

for Soap Perfume

With the market for natural geranium oil in its present unsettled condition, the above products should be seriously considered by the soap manufacturer. Both work excellently in soap and will provide the geranium note at a cost which will be reasonable and at the same time stable. May we submit generous working samples?

PERFUME SPECIALTIES

In our laboratories, we have facilities for manufacturing a complete line of compounds for soaps of all kinds, theatre sprays, para products, polishes, fly sprays, etc. Besides our standard perfume specialties, we can make up individual odors to suit your needs. It will cost you nothing to investigate the possibilities of these products. What are your problems?

SOAP SPECIALTIES
By Tombarel, Grasse, France

Resinoids

Tombarel Freres produce a complete line of resinoids, all very interesting bodies for soap perfume. Resinoids not only give character to soap odors, but also act as fixatives.

Lavender, Absolute
Oil Vetivert
Oil Geranium

also headquarters for

RHODINOL-S
IONONE SAVON
MUSCOGENE-S
LABDANUM CLARI-S
IRONE SPECIAL-S

Pacific Coast Office
MEFFORD CHEMICAL CO.
1026 Sante Fe Ave.
LOS ANGELES
Telephone—TRinity 6894

Main Office
11 E. Austin Ave.
CHICAGO
Telephone—SUperior 1203

New York Office
114 East 25th St.
NEW YORK
Telephone—GRamercy 5-0928

BIGGER SALES!

..by CONTAINER *showmanship!*

MODERN methods call for sales by *showmanship.* Color-labeling treatments are giving the CONTAINER a voice in the market-place. They flash a product quality signal to the trade. "EMPECO" Packaging—Designing and Decoration —points products into favorable opinion. It invites the purchase that *contents* merit can fully justify.

- Trade Up! — with a Better Package!
- Full-color Lithographed • Sized to suit.
- Plain CANS too!

METAL PACKAGE CORPORATION
110 E. 42nd ST., NEW YORK CITY
ESTABLISHED 1909
SALES OFFICES AND PLANTS • NEW YORK CITY • BALTIMORE • BROOKLYN • CHICAGO
THE FISCHER CAN COMPANY DIVISION • HAMILTON • OHIO

Say you saw it in SOAP!

AND ONE MORE THING . . . REMEMBER THAT THE HONOR OF THE BLIVITZ NAME IS IN YOUR HANDS

It's no snap, I tell you . . . being an Anchor Cap. Because it's up to me to stick close on the job, every minute, night and day, whether it's hot or cold, traveling on the road or sitting on a shelf.

The people you work for hand you a smile occasionally, though . . . the instructions they give you and the worrying they do. Like that old codger up above with the new product he is putting out! You'd think I hadn't had experience with thousands of products. (Some of them very temperamental, too, if you ask me.) Not only do I hang on so tight that none of the goodness gets out, but I manage to push away all the little outside influences—moisture and such—trying to get in.

I sometimes wonder if people appreciate what tough jobs we caps are up against at times. Yes, sir, it's no game for a softie . . . I've seen 'em come and go...all sorts of caps ...here today and gone tomorrow...they just couldn't take it.

★ ★ ★

Anchor closures are made to protect your product month after month and even year after year, if necessary. They are designed to prevent the inroads of each product's natural enemies, whatever they may be—dampness, dryness, corrosion, the various kinds of micro-organisms that cause spoilage, mold, or chemical change. Anchor Caps in many cases also must resist the product itself, to effectively guard against evaporation, leakage, or the loss of essential properties, such as delicate flavors, aromas, or volatile elements.

★

ANCHOR CAP & CLOSURE CORPORATION
Long Island City, N. Y. · Toronto, Canada
BRANCHES IN ALL PRINCIPAL CITIES

ANCHOR AMERSEALS *Actually accelerate* THE FLOW OF GOODS

THEY ARE HELPFUL ALLIES OF THE SALES DEPARTMENT

Offhand, it might seem that a closure would have but very little direct influence on sales. Actually it does! Just as advertising, even though effectively presented and extensively used, cannot continue to sell an inferior article...so the package itself cannot remain popular unless it reaches the consumer with the contents in perfect condition. This is true no matter how fine the product is to start with, nor how attractively it may be packaged. Hence the protective qualities of Anchor Amerseals are vitally important in promoting sales.

Sales executives recognize this and, wherever possible, use their influence in favor of those closures which they know will most effectively sustain and back up their claims about the quality of the product.

Another important way in which Anchor Amerseals reinforce sales efforts lies in the favor with which they are looked upon by consumers the world over...primarily on account of their unexcelled convenience in removing and replacing. Many a sale is influenced for or against a product by the preference of the purchaser for the Anchor Amerseal Cap.

RETAILERS LIKE THEM

A complaint from a customer about a product that has proved unsatisfactory is just as bad news to the retailer as it is to you. Likewise packages that show signs of leakage or evaporation, or whose contents have smeared or gummed up labels or cartons, are a sure source of irritation. Because they have to be packed up and sent back for credit, or else cleaned up and put in stock...a bothersome procedure in any case.

It is for these reasons that dealers like products sealed with Anchor Amerseal Caps. They have known these caps for years, and recognize the fact that they do not get complaints from customers when these efficient little closures are on the job.

That is a broad statement to make, but if you want to test it out, ask a number of retailers. Whether they recognize the cap by name or not, the most of them will express their preference for that style of cap. Another reason they like these caps is that they, too, are aware of a decided consumer preference for this type of closure.

RECOGNIZED AS OLD FRIENDS BY MILLIONS OF USERS

Although we have stated this fact before, it cannot be too strongly emphasized...actual surveys show that consumers, particularly housewives, recognize and prefer Anchor Amerseals. The many hundreds of millions that have reached their hands have made a decided dent in their consciousness. They know the Anchor Amerseal to be a cap that can be removed easily and may be replaced equally as readily.

Though users generally may not be aware of the fact that products are in better condition because of Anchor Amerseals, yet it is a factor that guides their choice. Their sense of discrimination leads them eventually to those products whose quality is top-notch . . . adequately protected by a correct and effective closure.

PRODUCT QUALITY DEPENDS ON THEM

Unless a product finally reaches the hands of the consumer in the pink of condition with every bit of its original quality, flavor, strength, curative properties or other virtues intact, a manufacturer is faced with almost sure loss of a customer. In the ordinary course of events this customer is lost forever. Furthermore, very likely he represents a considerable investment in actual dollars of advertising and sales efforts.

That is the reason why closures are so important in the manufacturer's or packer's scheme of things. That is the reason why it pays to adopt the best, completely regardless of slight differences in initial cost, if such exist. In the case of Anchor Amerseals there is no premium for their superior sealing features; they cost no more than good quality screw caps.

Product quality is the heart of any business; and an efficient closure is the key to the protection of that quality.

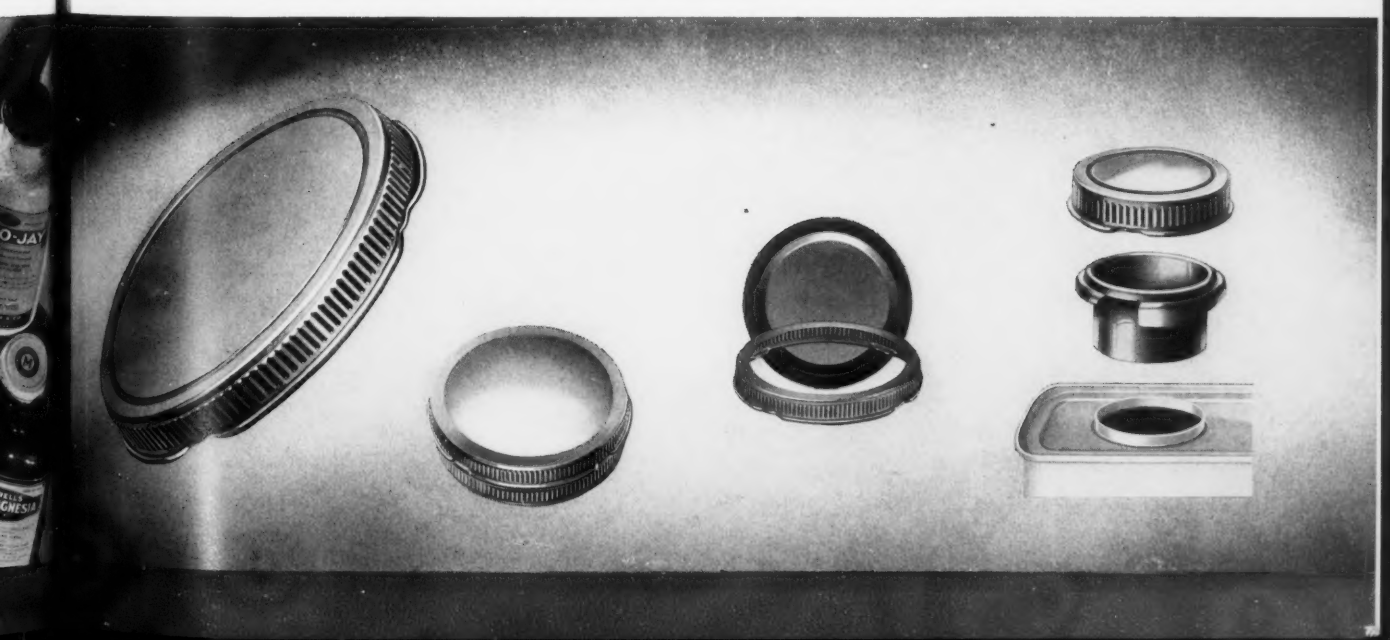
A POTENT AID TO RESALES VOLUME

Obviously, resales are the backbone of profits in the packaging industry. To get a new customer is too expensive a process unless one can count on his repeat business through months and years to come. Anchor Amerseals, because of their convenience, particularly for products not consumed all at once but used over a period of time, and because of the protection they give to the contents of the container until the last portion is used up — make an exceptional bid for the user's repeat business. This is a factor that wise packagers are, more and more, taking into account.

★ ★ ★

In the above discussion there has been no attempt to explain exactly how Anchor Amerseals effect their seal, nor to describe the superior mechanical features incorporated in them. All of this information has been assembled in an interesting booklet, a copy of which we will gladly mail you on request.

Anchor Amerseals are suitable for many but not for every type of product. To those for which they are suitable, they offer exceptional and unusual advantages that are possessed by no other closure on the market. If you will tell us what product you pack, and send us a sample of your present container, Anchor will be glad to advise you exactly what type of closure is best suited to your requirements. For a complete listing of Anchor's many styles of closures, turn the page.



ANCHOR PRODUCTS

Anchor D Caps
Anchor Molded Jar and Bottle Caps
Anchor Amerseal Caps
Anchor 2-Piece Amerseal Caps
Anchor Continuous Thread Bottle Caps
Anchor Continuous Thread Caps
Anchor 2-Piece Continuous Thread Caps
Anchor Paragon Snap Caps
Anchor Paragon Screw Caps
Anchor Deep Screw Caps
Anchor 2-Piece Deep Screw Caps
Anchor Band Caps
Anchor A Clipper Caps
Anchor R Clipper Caps

Anchor Amerseal Boxes
Anchor Amerseal Can Nozzles

Anchor Sealing Machines
Anchor Pressure Processing Systems

...NO AXE TO GRIND

When a line of closures is confined to only two or three different types, it is human nature to try to adapt them to most any product that comes along... even if the boot pinches a little at times. With Anchor's extensive line of closures, there is no temptation to over-emphasize any one style, for we have developed a full line of practical closures to meet every sealing need.

ANCHOR
CAP & CLOSURE CORPORATION

22 Queens Street, Long Island City, N.Y.
Canadian Factory • Toronto, Ontario

★

BRANCH OFFICES

ATLANTA — BOSTON
CHICAGO — CLEVELAND
DETROIT — HOUSTON
LOS ANGELES — LOUISVILLE
MONTREAL — NEW YORK
PHILADELPHIA — PITTSBURGH
ROCHESTER — SAN FRANCISCO
SEATTLE — ST. LOUIS
TORONTO

"BEAMAX"
DRIES TO A LUSTRE
LIQUID
WAX
does not require polishing...
"BEAMAX" cuts floor maintenance costs by saving labor—no buffing is necessary on application, and no polishing is required.
"BEAMAX" is easily applied with a cotton mop or lamb's wool applicator. It smooths itself. It dries to a hard, lustrous finish in twenty minutes or less.
"BEAMAX" is long wearing. Finish is easily maintained by buffing; each cleaning increases the lustre. Floors can be washed with clear water without affecting the finish.
"BEAMAX" is recommended for all types of floors—this one wax takes care of linoleum, wood, tile, terrazzo, rubber, asphalt tile, mastic, etc.
"BEAMAX" will not show lap marks when used for "patching" worn spots. It has no odor.
"BEAMAX" is sold in drums, half-drums, and quarter-drums, as well as in 10-gal., 5-gal., and 1-gal. cans. It is a perfect emulsion and will not settle out.
Try "BEAMAX" for yourself. Send coupon for sample and prices.
THE DAVIES-YOUNG SOAP COMPANY
Dayton, Ohio
Copyright 1933 by The Davies-Young Soap Co.
The Davies-Young Soap Co.
Dayton, Ohio.
Please send me without charge sample can of "BEAMAX" Dries to a Lustre LIQUID WAX.
Name .....
Address .....
City .....

Say you saw it in SOAP!

Do *you* want a *Partner*?

If your present sales and profits are entirely satisfactory to you, then this offer may not be of interest.

On the other hand, if you can stand more business NOW, here is a suggestion that actually works and has proven itself again and again.

Just add a few suitable long profit products to your line that you can sell to your present customers *without going to the bother and expense of investing in machinery, stocks of raw materials, labels,* etc.

We will take care of all that for you,—and supply you with high grade finished products at prices so low that it would scarcely pay you to make them up yourself.

In addition, we have attractive imprint labels ready for your name and address.

OUR HALF	YOUR HALF
Making up for you high grade finished products at minimum cost.	Selling a few extra profitable items to your present trade and watching your sales jump.

There are some concerns who are actually *making more money today than ever before.* Clifton Products can aid you, too.

CLIFTON CHEMICAL CO., INC.

CLIFTON BUILDING

246 Front Street
New York City

MEMBER NATIONAL INSECTICIDE AND DISINFECTANT MFRS. INC. 1914

Quality Sanitary Products Since 1912

TEAR OFF HERE

CLIFTON CHEMICAL CO., INC.
246 Front Street, New York City.

Your plan is worth looking into. The items checked would probably held increase our sales. Please quote:

- ☐ Semi Castile Liquid Soap
- ☐ Liquid Soap Base
- ☐ Liquid Soap Dispensers
- ☐ Metal Polish
- ☐ Deodorizing Cakes and Blocks
- ☐ Deodorizing Block Containers
- ☐ Rub-No Wax
- ☐ Silver Polish Paste
- ☐ Liquid Floor Cleanser
- ☐ Oil Soap
- ☐ Coal Tar Disinfectant
- ☐ Pine Tree Disinfectant
- ☐ Shampoo Liquid and Base
- ☐ Shaving Cream

.....
(NAME)

.....
(ADDRESS)

THE FIRST, AND STILL THE FIRST

Niagara

CAUSTIC POTASH

Niagara Alkali Company was the first, in this country, to manufacture Caustic Potash. Our many years of development, experience and increasingly expert control have produced a grade of potash which is the finest obtainable here or abroad.

Caustic Potash is difficult to produce in a pure state. For a safe, consistently excellent quality, specify *Niagara.*

NIAGARA ALKALI COMPANY

Associated with Electro Bleaching Gas Co.
Pioneer Manufacturer of Liquid Chlorine

9 East 41st Street, New York, N. Y.

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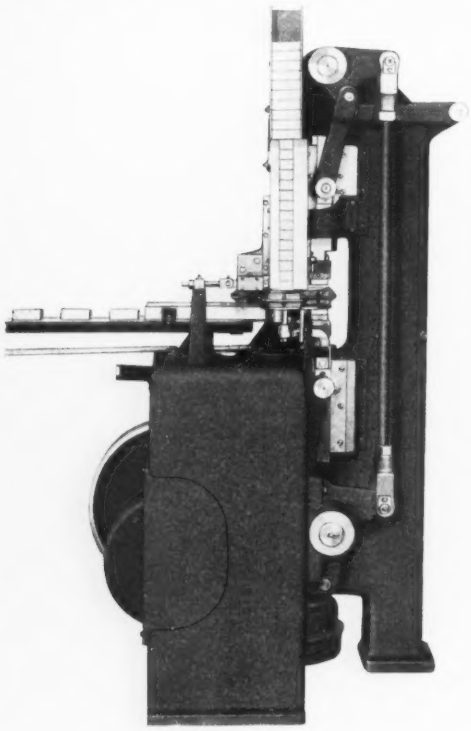

TYPE ET

"AVOID MARRED CAKES"

with the

JONES NEW TOGGLE OPERATED PRESS

Brine and other lubricants discolor soap cakes. Avoid this with the JONES TOGGLE PRESS which operates without pressing lubricants on most soaps.

WHY run so much soap thru the plodder and press a second time because of defects caused by old-style feeding devices, or by soap adhering to the dies, when the Jones Toggle Operated Press with the new feeding device will save that expense?

THE new feeding mechanism does not mar the blanks before they go into the dies and after which, the long—very long—time the blank is held under pressure makes its substance cohere so perfectly there is no tendency for particles to adhere to the dies or box.

SAVE the cost of inspection and reworking—it's greater than most people realize in these competitive days—by using the Jones Toggle Operated Toilet Soap Press and also do

FAR BETTER PRESSING

R. A. JONES & COMPANY, Inc.

P. O. Box 485 Cincinnati, Ohio

Makers of the Standardized Multiple Inserting CONSTANT MOTION CARTONER, the Standard Cartoning Machine of the world.

SOAP

Volume Nine Number Three

The Jitters

THE past month has been enough to give us all the jitters. With a bank holiday, scrip, defaults, and a new Congress on our hands,—is it any wonder that business the country over has had a bad case of jumpy nerves? The worst may be past and it may not. Who can tell? But, be that as it may, things certainly look like they are down to hard pan. If deflation is not completed, it most certainly should be. If there is any water or wind in anything, they are keeping well hidden. We do not look for any sharp upturn tomorrow or next week, but we do believe that we have weathered the hardest blow thus far without serious casualties. If we can but realize that over a hundred million Americans are going to go right on living just as before, and that our capitalistic system is not quite ready yet to tumble about our ears, we may all have more time to attend to business and less to sit around and "wait to see what is going to happen."

—o—

Although the domestic allotment bill, including its amendment adopted by the House of Representatives calling for a five cent duty on all imported oils and fats, and on their equivalent in fatty raw materials, died with the old Congress, we can rest assured that the new Congress will soon have for consideration a bill of a similar nature. Although the new administration is pledged to a lower tariff by campaign promises, agricultural interests, including cotton producers of the South, appear to hold the whip hand. Pledge or no pledge, oil and fat consumers are going to have a fight on their hands.

—o—

More Soap Formulas

PROBABLY born of the depression, formulas for the "quick and easy manufacture" of soap at home and in make-shift plants are again making their appearance in newspapers and general magazines. One well-known trade paper for the packing industry,—which paper should know better,—recently published a formula for laundry soap,—a semi-boiled soap from grease and tallow. No mention was made of finishing or of the possibility of rancidity, free fat, free alkali,—merely a formula of ingredients was outlined.

Then from Dr. P. Mabel Nelson of Iowa State College, we read of a method for making soap in the home from hog fat. One pound of "lye" in three pints of water for every seven pounds of fat is called for. Ammonia and borax are to be added. "This is stirred to a honey-like consistency and poured into wooden or cardboard containers. Oil of lavender or oil of cedar may be added to give a pleasant odor. Allow the soap to ripen at least a month before ripening."

The word "ripen" is well chosen. Lavender as a perfume would indicate a toilet soap, but we feel that even the hardy farmers of Iowa would before long protest against the use of this product on their bodies. The addition of essential oils "to give a pleasant odor" places rather an unfair burden on the perfuming power of the oils. We would suggest in place of lavender or cedar about three per cent of mirbane as more in keeping with the product.

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But, No Money For Soap

ON the operation of a school cafeteria, we extract the following from the February issue of *Hygeia,* a health publication of the American Medical Association: "Finally, thoroughly convinced of the desirability of washing the hands before eating, they arrived at two main conclusions: (1) That the use of liquid soap and paper towels offers the best method of hand washing, and (2) that since the group was large and supplies and time limited, it would be necessary to develop some systematic plan. The committee reported, however, that the school did not have enough soap and that the towel supply was limited."

Thus the problem was stated. Here is how they solved it, or at least that portion of it having to do with soap: ". . . . if every one would bring scraps of soap from home, these could be melted and used as liquid soap . . . . One child was appointed to pour soap from a small bottle." Scraps of soap were brought from home and apparently boiled up with water. Scraps of what kind of soap? Probably any and all kinds. What a fine slimy mess the concoction must make for hand washing!

In all likelihood, several thousand dollars each year are being spent in this same school for lectures on "health education," and on cafeteria equipment and operation, and other sanitary upkeep. But there is no money for a regular supply of toilet soap, liquid or otherwise, proper dispensing equipment, and towels.

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A large soap manufacturer is now selling the retailer direct from a fleet of trucks. Soap, advertising material, window displays are all carried along with a crew of salesmen and window dressers. Sale and delivery take place at once. In order not to trample on the toes of local jobbers, stocks are taken from their warehouses and sold for their accounts. In the soap field, this method is an innovation today, although foodstuffs manufacturers have long used it.

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Indian Rosin

FROM London comes a report of the progress in rosin and turpentine production in the Jallo factory in India. A British authority pointed out recently that the rosin resources of India, a belt of the principal pine species twenty miles wide and extending for 1,300 miles through the foothills of the Himalayas in Northern India, are practically limitless, provided the same careful and scientific methods of forestry as now practiced, are always used. Mention is made of the French methods of rosin production, the use of the Caset-Courret modified vacuum process, and the unusually light color of the Indian rosin as a result of the bleaching action of the powerful Indian sun. No mention is made of an abundance of cheap native or near-by Oriental labor.

How much of a factor will the rosin of India be in the future markets of the world? Raising its head at this time, it cannot add anything of comfort to the outlook of the dejected gum rosin producers of France and the United States. It has the potentialities of a further depressing influence on prices which may, or may not, be of long-time benefit to consumers. It is just one more possible complication in the already complex world raw material situation for the soap manufacturer.

NOTICE!

The publishers of *Soap* are recently in receipt of several complaints from firms who have paid money to individuals representing themselves to be subscription agents for this publication. *Soap* has no subscription solicitors. *Do not pay money to any person* who represents himself as an agent for *Soap.* Send your subscription direct to *Soap,* 136 Liberty St., New York.—The Publishers.

Photo Ewing Galloway

American Soapers In the English Market

How Recent American Activities Are Looked Upon in the British Soap Industry, Discussed

By John Strahan Smith
London

THE example of Procter and Gamble in establishing soapworks in England, is being followed by Colgate-Palmolive-Peet, whose European representative is now looking for a suitable site in the neighborhood of London. Palmolive soap for the British market at present is made in Canada. The transfer of its production to this country will be associated with obvious economical advantages. The company now occupies a huge section of buildings close to the Thames embankment. The business is under the control of R. B. Foster, who, though resident in this country twenty-two years, has not changed his American nationality. He was in former days, associated with the well-known O' Cedar Mop, the European extension of which, under his guidance, had a remarkable success.

Palmolive soap has recently been reduced in price from fourpence halfpenny to threepence a bar, placing it on a level with Lever's Lux. The reduction has resulted in a tremendous increase in sales. The reduction would have been made before that of Lux, if it had not been for the delay necessary in co-ordinating the reduction in other parts of the world.

The new works of Procter and Gamble, who trade here under the title of Thomas Hedley & Co., Ltd., is rapidly advancing to a photographic stage. It is understood this is to be a "super" factory and as far above Levers in scientific design and equipment as the new Lever establishment in the U. S. was represented to be above its competitors in that field. The progress of the undertaking is viewed in this country with more interest than concern.

Although in some quarters it may be surmised that the "American invasion of the British market" is due to some extent to retaliation against Levers for their growing encroachment on American territory, those acquainted with the actual circumstances do not believe that the action of either of the parties has been influenced by sentimental factors. As far as Procter and

Gamble are concerned, not only the soap manufactory itself, but its commercial prospects were most minutely and exhaustively examined before the foundations were laid.

These prospects are variously considered. The opinion is generally held in England that if they should be based in any way on a competition in prices with Levers, they will be speedily knocked out of the market. On the other hand, should the works turn out "speciality" soaps whose sales will require public advertising, they will find room for their activities without interference, just as there is for the great soapworks of the Wholesale Co-operative Stores who do a very large and increasing trade without receiving any particular attention from the Lever combine.

In any case it is recognized that Procter and Gamble are in possession of enormous resources, as large, and perhaps even larger, than those of Levers, though distant from this country. A good many people in the trade are of the opinion that some sort of working arrangement with the British combine may eventually result from the step which Procter and Gamble have taken.

The decision of Colgate-Palmolive-Peet to set up as soap manufacturers here, has not so far, come generally to the notice of the industry. This undertaking, will not conflict with any particular interests, as the supply, though coming from a different quarter, will remain the same. It is more likely to be received with welcome rather than disfavor.

WITH regard to the future of the Lever combine, it can be said that their guiding policy will be the reduction to the utmost possible extent of the overhead charges inseparable from isolated organizations. Owing to their control of finance, Levers have it in their power to arrange the units of their organization to some extent like pawns on a chess board, grouping them where practicable in such a way as to cut down avoidable expenses. A notable illustration of this policy was recently afforded in the case of Gossages, when a historical works was dismantled and the business removed to the central establishment at Port Sunlight.

This system of central control involves, however, a multiplicity of forms to be filled up and a mass of "red tape" which has been found most vexatious to many local principals who in a number of cases have found that their business has passed without their knowledge out of their control.

The Lever combine not only produces the vast preponderance of soap in this country, but it controls to a large extent the markets for raw materials. The power of the combine in this direction, was recently dramatically illustrated in the case of whale oil and their enormous transactions in that commodity set out in the law proceedings from which they emerged as victors. The buying is central and the cleverest salesman stands no chance of obtaining an order in the majority of cases for an independent source of supply.

Similarly, Levers are their own wholesalers, supplying direct even the smallest grocer. Monopolies are seldom very popular, but Levers enjoy a considerable degree of public favor for they have never attempted to use their power to put up prices and have even made over to the public in a reduction of prices a portion of the economies effected by improved methods of production and marketing. The Directorate is recognized as able in the extreme, and though the nominal head is Viscount Leverhulme, son of the founder of the business, F. D'Arcy Cooper is considered to represent the guiding and active head of the business.

TWO features of the British soap trade remain for notice:—The remarkable development in low-price perfumed toilet soaps and the curious position of British engineering, as related to soap machinery. The increase in the use of scented toilet soaps, is partly due to the War. During its period, hundreds of thousand of women employed at the munitions factories were in receipt of remuneration much greater than that to which they had been accustomed and as the result, bestowed a great deal more interest in the improvement of their personal appearance. From this has arisen a great part of the increased use of cosmetics and cheap toilet soaps which have largely displaced the customary lump of household soap used in the humbler classes of society for toilet purposes. A really good lavender soap has recently been put on the market at the price of twopence for a three ounce tablet and there are many more coming at about the same rate.

This development has had its repercussion in the perfume industry, though the increase in the consumption of cheap toilet soaps has not affected the flower essences so much as synthetics. The perfumes may be rather crude but are, nevertheless pleasing to unsophisticated tastes.

Concerning soap engineering, it has been common knowledge that for many years past, soapmakers in this country have been dependent for the most advanced mechanical appliances in soap manufacture on the Continent, and also to a lesser extent, on American engineers. Even at the present time, more than one important soap manufactory in this country is wholly equipped, so far as its main operating plant is concerned, with imported machinery. Our own engineers, have not apparently considered it worth their while until at least lately, to compete in this line confining themselves to subsidiary appliances available for other purposes.

The import duties, and what is hardly less important, the depreciation of sterling, have put a stop to all this, being obstacles which the foreign engineers have found it impossible to overcome, and engineers here have addressed their energies in the endeavour to capture the trade which has formerly been going abroad. In this undertaking, though the results so far may be regarded without unfairness as somewhat equivocal, there is no

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The Case of Coconut Oil—Politics or Science?

(Part III)

With Special Reference to Soya Bean Oil and Coconut Oil in Liquid and Soft Potash Soaps

By J. D. Craig
Spencer Kellogg & Sons

WERE it not for the fact that many erroneous contentions have been made that coconut oil competes with, in fact frequently displaces, soybean oil, it would be unnecessary to even refer to the subject of drying oils. Actually many statements have been made to the effect that coconut oil goes into paints and varnishes because it is so much lower in price as compared to the more important oils commonly used for this purpose.

Coconut oil contains only an insignificant amount of any unsaturated fatty acid, actually only approximately 2% of oleic acid. Thus its composition is made up of 98% of saturated fatty acids,—fatty acids which have no power whatsoever to absorb oxygen from the air. On the other hand, all of the more important drying oils are made up almost entirely of unsaturated fatty glycerides, with large proportions of those which have four and six double bonds in the chain of which linoleic, linolenic, and elaeostearic constitute the more common and better known ones.

It just happens that I have had the privilege of hearing the representatives of several of our most important soap manufacturers testify before the tariff commission and congressional committees that soybean oil is at best a very undesirable oil for use in the manufacture of ordinary household soaps.

On the other hand, in the manufacture of certain specific types of soft, potash or paste soap, soybean oil is one of the most important vegetable oils obtainable for this purpose; in fact, it may be said to have only two important competitors and they are linseed oil,—another drying oil, and corn oil,—a semi-drying oil—which has a composition not materially different from that of soybean oil. Although the Bureau of the Census statistics, giving the factory consumption of different fats and oils, show a substantial increase in the use of soybean oil in soaps during the year 1931, this increase can unquestionably be explained by the larger use of soybean oil in this particular field where it has displaced linseed oil and corn oil to some extent, and cottonseed oil almost completely.

A minor quantity of soybean oil was consumed in the manufacture of edible products, principally vegetable shortening, and in this instance it was a direct competitor of cottonseed oil. In no instance has it been a competitor of coconut oil for the simple reason that coconut oil cannot be used in any of the places where soybean oil is employed, and by the same token, soybean oil cannot be used to impart any of the characteristics of coconut oil to the products in which coconut oil is used. To the soap chemist, it is common knowledge that when a soft paste soap or liquid soap is wanted for personal use, coconut oil serves as the fat base, but when the soft or paste soap is wanted for industrial uses, coconut oil has no place in it. In fact, the manufacturer will not accept a paste soap containing any appreciable amount of coconut oil. There are only rare instances where a vegetable oil soap made of soybean oil, linseed oil, or corn oil can be substituted for a coconut oil base soap.

Generally speaking, liquid soaps made from either semi-drying or drying types of vegetable oils have a very stringy consistency, a tendency to become rancid quickly and if made into concentrated solution, the product becomes so livery that it is not salable. The concentration of this type of soap does not generally exceed 15%, although in rare instances it may approximate a concentration of 20%. In coconut oil potash soap, the concentration may go as high as 45%, while still retaining fluidity.

From the manufacturer's point of view, there would be many instances where it would be to his advantage to use coconut oil instead of these other semi-drying oils, but scientific facts and not human desires dictate and control the usage of these respective oils. Too many efforts are attempted to make comparisons and analyses of fats and oils without giving proper consideration to the fact that these fats and oils being compared may go into entirely different channels of consumption. They, therefore, have no close relation—hence, there is no correct basis on which to make such comparisons.

Scientific considerations place soybean oil in the classification of drying oils, and coconut oil in the group of non-drying oils. A consideration of some of its more fundamental economic aspects will likewise place it in this same classification. A publication by Dr. Charles L. Stewart and Dr. Whalin, of the University of Illinois, is soon to be released in which the soybean and soybean

(*Turn to Page* 97)

Taking a step is perhaps the most routine thing we do. Yet it is interesting to see how many different industrial sources are called into action by this simple move. In the shoe—leather, textiles, metals, dyes, rubber; underfoot—flooring or paving, rug or linoleum, wood or cement or stone or any of a hundred possible materials. Notice these things next time you walk; and let us remind you that in practically *every* industry you can note, the products of the American Cyanamid & Chemical Corporation have a definite part.

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Say you saw it in SOAP!

SOAP PERFUMING

(Part II)

By Philip Chaleyer

THE quantity of perfume used in our experiments was 1% of the quantity of soap stock used. In the case of cristallin or very viscous substances, we put them into solution with diethyl phthalate, four times their weight, in order to obtain a better diffusion of the product in the soap, the percentage of odoriferous product remaining the same. The perfume was introduced in the soap in the regular way and milled twice through a small laboratory milling machine. The soap used in our experiments was regular white toilet soap stock and did not contain more than 0.02 free alkali. Two cakes of soap were set aside; one wrapped in glassine paper, the other left unwrapped. Both were examined every week and for comparison, an unscented cake of the same soap was used as a standard.

We are presenting this data in alphabetical order and in five different groups; we have also adopted the tabular form which makes it easier to use as a reference.

1st Group: Essential Oils
2nd Group: Aromatic Chemicals
3rd Group: Soluble Resins
4th Group: Distilled Essences from Resins
5th Group: List of products which are soap fast and the best to use either in white or colored soaps.

This last group constitutes a convenient reference for use when one starts making a new soap perfume. For detailed information about any particular product, one can refer to the tables. The products listed in this group have a lasting coefficient of at least 30 in wrapped soaps and can be considered soap fast.

We have experimented with certain essential oils such as angelica seed, wormwood, etc., which are seldom used by soap perfumers, but deserve better recognition because of their great strength and stability in soaps. Their characters, though sometimes unusual, lend themselves to very excellent blends, and in their use, the ability and ingenuity of the perfumer may be exercised and conducive to very interesting results.

A few words of explanation are, we believe, necessary to understand the meaning of the different columns of the tables on the following pages.

First Column—*Discoloration:* It is extremely important to know in advance when the product is to be used in a white soap. Discoloration, due to accidental causes, has naturally not been taken into account.

Second Column—*Change in Character of Odor:* Certain products after standing a certain length of time in soaps, change their character of odor, through the combined action of alkalies and humidity always present in soap. For instance, terpenes take a turpentine-like odor, clove becomes sweet and loses its spicy character, which often brings a complete change in the final odor. We have thought it interesting to note this fact in column 2.

Third and Fourth Columns—*Lasting Index for Wrapped and Unwrapped Soaps:* These indexes represent the number of weeks at the end of which time the odor of the product tested has disappeared or is very slightly noticeable in soap. It offers a very excellent point of comparison for lasting qualities among the different products tested. The maximum is 50 as we have limited our period of observation to 50 weeks.

Fifth Column—*Good as Anti-Oxidant:* Certain aromatic chemicals or essential oils act as anti-oxidant in soaps and prevent, to a certain extent, their turning rancid. Other products, especially terpenes or essential oils containing large amounts of terpenes, have the reverse action. The products which act as anti-oxidants may be found in this column.

Sixth Column—*Intensity of Odor:* In this column are described the intensity and character of odor of products tested: strong, medium, sweet, weak, odorless.

Seventh Column—*Good for all Soaps:* This column notes the products that are sufficiently stable to be used in all soaps because they do not discolor. It does not mean that they are necessarily very lasting, but are stable as far as character of odor and discoloration are concerned.

Eighth Column—*Good for Colored Soaps Only:* In this column we have listed products which are stable but cause discoloration in soaps and for this reason can only be used in colored soaps.

Useful information has been gathered for the column marked "Observation" in order to obtain the best results in the blending of the products under consideration.

Essential Oils

(Group I)

Name of Product	Discoloration	Change in character of odor	Lasting index wrapped	Lasting index unwrapped	Good as anti-oxidant	Intensity of odor	Good for white soaps	Good for colored soaps	Observations
Almond Bitter Genuine	No	fades	10	5	—	strong	Yes	Yes	More lasting and better character than Benzaldehyde should be associated with Styrax soluble resins.
Angelica seed or roots	No	very stable	50	30	—	medium	Yes	Yes	Aromatic type of odor too expensive to be used in soaps, but very stable.
Anise Oil	No	very stable	35	10	—	sweet	Yes	Yes	Sometimes used to give a sweet character to bouquet odors.
Basil	No	stable	30	10	—	aromatic sweet	Yes	Yes	Nice aromatic odor.
Bay	very light	fairly stable	40	10	—	spicy strong	Yes	Yes	Use mostly for Shaving Cream odors.
Bergamot	No	stable	50	4	—	sweet mild	Yes	Yes	Very useful and very much used in bouquets of all kinds.
Birch Sweet	No	stable	30	10	—	aromatic sweet	Yes	Yes	Somewhat resembling Wintergreen. Behaves the same way when not adulterated.
Bois de Rose	No	very stable	50	10	—	sweet fresh	Yes	Yes	Recommended in all types of soaps.
Cade	No—but dark colored	None	50	50	—	strong	No	Yes	Used in medicated soaps as skin antiseptic, has strong natural coloration.
Calamus	No	stable	50	30	—	medium	Yes	Yes	Give light woody effects for chypre.
Camphor (white) sassafrassy	No	fading	10	2	—	strong	Yes	Yes	Used only in cheap mechanic's soaps but not lasting.
Cananga	No	stable	30	15	—	sweet	Yes	Yes	Not recommended, much used in preference to Ylang-Ylang.
Caraway	No	stable	50	25	—	sweet	Yes	Yes	Should be used more often, blends well with Lavender for Chypre or Fougere type of odors.
Cassia	Yes Slightly	Change slightly	25	10	—	spicy strong	No	Yes	Very useful for spicy bouquets.
Cedarwood	No	fading	50	3	—	weak	Yes	Yes	Not much odor value but good fixative odor weak but persistent. Use for Violet, Lavender, etc.
Cinnamon leaf	Turns brown	fading change	20	4	—	spicy	No	Yes	Good for colored soap only but even for this purpose not very recommended as odor turns rapidly sweetish.
Citronella Java Ceylon	No	fading	50	10	—	strong	Yes	Yes	Sometimes, and especially when exposed to air, odor turns acid and resinous on account of the polymerization of Citronellal.
Cloves	Turns brown	fading changing	20	4	—	strong	No	No	We do not recommend the use of this product in soap, rather use Cinnamon or other products spicy in character.
Coriander	No	fading	30	10	—	sweet	Yes	Yes	Very agreeable odor which can be fixed by the use of soluble resins.
Cumin	No	None	25	5	—	strong	Yes	Yes	Gives a refreshing odor when properly used as uplifter of odors.
Cypress	No	Turns turpentine	10	2	—	medium	No	No	Not recommended on account of change of odor.
Eucalyptus	No	None	50	10	—	aromatic medium	Yes	Yes	Good, blends especially well with Lavender. Use soluble resin benzoin and Myrrh with it.
Galbanum distilled essence	No	fade slowly	50	20	—	aromatic strong	Yes	Yes	Too expensive to use in most soaps, but in small quantity gives interesting tones.
Geranium Bourbon	No	None	50	20	—	rosy strong	Yes	Yes	Excellent for all kinds of soaps.
Geranium African	No	None	50	20	—	rosy strong	Yes	Yes	Slightly different in odor than the Bourbon, gives a lighter odor.

Name of Product	Discoloration	Change in character of odor	Lasting index wrapped	Lasting index unwrapped	Good as anti-oxidant	Intensity of odor	Good for white soaps	Good for colored soaps	Observations
Geranium Turkish Palma Rosa	No	None	50	30	—	rosy strong	Yes	Yes	Has a grassy odor but a sweet agreeable character.
Gingergrass	No	None	50	20	—	medium	Yes	Yes	Has a more pronounced grassy character, must be used sparingly.
Guiac Wood	No	None	50	50	—	very weak	Yes	Yes	Good as a fixative especially in Rose type of odors.
Lavender	No	fading gradual	50	15	—	medium	Yes	Yes	One of the best and mostly used essential oils in perfume for soap, blends well with resinoid Orris and Olibanum.
Lemon	No	turpentine like odor	6	1	—	fresh weak	Yes	No	It can be used and is used in soap but is not lasting enough to be recommended.
Lemongrass	Yellow brownish spots	Turns resinous	12	1	—	fresh weak	No	No	Not recommended, fades too quickly.
Limes distilled	No	turns turpentine	12	1	—	weak	No	No	Odor not interesting for soap.
Limes expressed	Yes	fades gradually	25	5	—	fresh	Yes	Yes	Gives much better results than Lemon for Lemon type of odors but too expensive in price.
Linaloe	No	stable	50	3	—	sweet	Yes	Yes	More woody than Linalool but has a similar odor.
Lavage	No	very stable	50	15	—	strong sweet	Yes	Yes	Peculiar odor suitable for bouquets. Very stable.
Mace	No	stable	30	15	—	medium	Yes	Yes	Light spicy odor.
Marjoram	No	stable	15	3	—	—	Yes	Yes	Good for top note of perfume only.
Myrtle	No	stable	30	15	—	—	—	—	
Neroli genuine	No	fades	30	10	—	—	Yes	Yes	Impossible to use on account of its price, if not genuine will discolor.
Nutmeg	No	stable	30	15	—	—	—	—	
Orange	No	Turns terpenic	10	2	—	—	No	No	Not recommended because the odor is not lasting and turns bad too quickly.
Origanum	No	fades slowly	30	10	—	—	Yes	Yes	Behaves like oil of Thyme, which it resembles.
Patchouly	No	No	50	50	—	strong	Yes	Yes	The oil has a dark brown color which may darken white soaps if used in large amounts but this oil is one of the best to use in soaps.
Peppermint	No	very stable	40	15	—	strong	—	—	
Petitgrain all qualities	No	fairly stable	50	10	—	medium	Yes	Yes	One of the best Essential Oils to use in soaps tho it changes slightly in character of odor after standing.
Pimento	Yes	No	40	10	—	—	No	—	Color not as dark as Clove.
Pine Needle Siberia	No	fade	20	10	—	medium	Yes	Yes	Not very lasting, turns terpenic at times, but can be used with resin Olibanum as fixative.
Pinus Sylvestris	No	fade	10	5	—	—	No	No	Turns terpentine very quickly, not recommended.
Rosemary French	No	fading	30	10	—	strong	Yes	Yes	Very often adulterated with portions of Spanish, when pure is very agreeable as an odor.
Rosemary Spanish	No	fairly stable	25	10	—	strong	Yes	Yes	Turns slightly camphorish, often adulterated with turpentine which makes it turn more quickly.
Sage Dalmatian and Spanish	Yes	fairly stable	25	10	—	strong	No	Yes	Develops yellowish tint after standing 2 or three weeks.
Sandalwood E. I. or Australia	No	very stable	50	50	—	weak	Yes	Yes	Odor develops in soap after standing. One of the best oils to use for perfuming soap.
Tansy	No	very stable	50	50	—	strong	Yes	Yes	Aromatic odor resembling wormwood useful in bouquet odor. Very stable.
Spearmint	No	very stable	50	50	—	strong	Yes	Yes	Useful in blended bouquets. Very stable.

Name of Product	Discoloration	Change in character of odor	Lasting index wrapped	Lasting index unwrapped	Good as anti-oxidant	Intensity of odor	Good for white soaps	Good for colored soaps	Observations
Thyme red	No	changes gradually	40	15	—	strong	Yes	Yes	Agreeable aromatic odor useful in Cologne bouquets.
Thyme white	No	changes gradually	40	15	—	strong	Yes	Yes	Behaves like red Thyme.
Verbena (true)	None	fairly stable	30	10	—	medium	Yes	Yes	Very scare in U. S. A. Products sold are mostly imitations, unstable based upon citral. Very popular in France, must be blended with soluble resins.
Vetyvert Bourbon	None	perfectly stable	50	50	—	medium	Yes	Yes	Odor more woody than the Java but very excellent base for soap odors.
Vetyvert Java	None	perfectly stable	50	50	—	medium	Yes	Yes	More delicate than Bourbon in odor. Absolutely stable in soap.
Wormwood	No	very stable	50	50	—	strong	Yes	Yes	Very lasting and suitable for all soaps, interesting odor.
Ylang-Ylang	None	slowly fading	25	10	—	medium	Yes	Yes	Must be blended with soluble resins in order to retain its odor in soaps, Labdanum, Balsam Peru, Styrax blend particularly well.

Aromatic Chemicals

(Group II)

Name of Product	Discoloration	Change in character of odor after standing	Lasting index wrapped soap	Lasting index unwrapped soap	Good as anti-oxidant	Intensity of odor	Recommended for all soaps	For colored soap	Observations
Acetophenone	No	perfectly stable	50	40	—	strong	Yes	Yes	Blends well with Labdanum soluble resin. Very stable and good for all soaps.
Fatty Aldehydes C^9 to C^{12} Lauric	No	fading	10	4	—	strong at first	—	—	May be used to boost an odor in a wrapped soap otherwise unsuitable. Not lasting enough.
Aldehyde Methyl Nonylacetic	No	fading	15	6	—	strong at first	Yes	Yes	Same observation as above. In combination with natural gums (Labdanum) gives better results.
Aldehyde C^{14} Peach (Lactone)	No	fairly stable	20	10	—	sweet	Yes	Yes	Not extremely lasting but give good results in combinations of bouquet odors.
Aldehyde C^{16} Strawberry (ester)	No	fairly stable	25	12	—	sweet	Yes	Yes	
Amylcinnamic Aldehyde	No	stable	50	40	—	medium	Yes	Yes	Sometimes gives slight yellow coloration in white soap. Must be associated with Ionones.
Anisic Alcohol	No	stable	50	40	—	weak	Yes	Yes	Is little used but deserves better consideration on account of stability.
Anisic Aldehyde from Anethol	No	fading	10	4	—	weak	Yes	Yes	Not recommended but may be useful in certain bouquets. If made from pararresol, discolors slightly.
Anisic Acetate	No	fairly stable	25	15	—	sweet penetrating	Yes	Yes	Deserves better recognition by soap makers. Good in violet and gardenia types of odors.
Alcohols Fatty from C^8 to C^{12}	No	fairly stable	40	20	—	strong	Yes	Yes	Give much better results than Aldehydes as they are more stable.
Amylphenyl Acetate	No	fairly stable	40	20	—	medium	Yes	Yes	Good for all soaps. Good for sweet honeylike odors.

Name of Product	Discoloration	Change in character of odor after standing	Lasting index wrapped soap	Lasting index unwrapped soap	Good as anti-oxidant	Intensity of odor	Recommended for all soaps	For colored soap	Observations
Anethol	No	stable	40	20	—	sweet	Yes	Yes	Not very much used but deserves better attention. Good as a sweetener in bouquet odors and jasmin for soap.
Amyl Salicylate	No	stable	40	6	—	mild	Yes	Yes	Watch for discoloration with iron salts and dirty iron kettles, otherwise good in all soaps.
Amylic esters (low molecular weight) Acetate, butyrate, etc.	No	fading	10	1	—	sweet	Yes	Yes	Not very lasting, but good as a top-note in chypre and jasmin bouquets.
Benzaldehyde F. F. C.	No	fading	5	3	—	strong	Yes	Yes	If not absolutely F. F. C. will discolor. Odor not very lasting but may be useful in bouquets containing large amounts of soluble resins particularly Benzoin and Balsam Peru.
Benzophenone	No	no	50	40	—	medium	Yes	Yes	To use as a fixative in rose and sweet bouquet odors. Very good.
Benzylidene Acetone	No	no	25	10	—	medium	Yes	Yes	Blends well with Lavender odors.
Benzylacetate	No	fading	30	4	—	medium	Yes	Yes	Indispensable for making floral odors. Soluble resins, particularly Orris, balsam Peru, and balsam Tolu will help to make it lasting.
Benzylalcohol	No	no odor	0	0	—	none	Yes	Yes	Only used as an odorless solvent for Resins or crystalline products.
Benzylbutyrate	No	fading	25	5	—	medium	Yes	Yes	Sweeter than benzylacetate, useful for Jasmin odors. Should be used mixed with soluble resins.
Benzylcinnamate	No	no	30	10	—	weak	Yes	Yes	Used sometimes as a fixative.
Benzyl formate	No	unstable	10	2	—	strong but fades	No	No	Not recommended much except in special bouquets as it decomposes easily.
Benzyl propionate	No	fading	35	6	—	medium	Yes	Yes	To be used same as benzylacetate.
Borneol	No	slightly camphorish	50	25	Yes	medium	Yes	Yes	Useful for Pine odors.
Bornylacetate	No	gets slightly camphorish	50	25	—	medium	Yes	Yes	Gets the camphorish odor of Borneol after standing. Used in Pine-needle odors.
Bromstyrol	Slight yellow in light	turns acid	50	6	—	strong but fading	No	Yes	Personally we do not like this product very much in soap as it takes on a disagreeable odor after standing.
Benzylbenzoate	No	no odor	—	—	Yes	none	Yes	Yes	Used as anti-oxidant and solvent for Musk and crystalline products.
Carvol	No	gradual	25	15	—	medium	Yes	Yes	Although little used, is very interesting in Bouquet odors.
Cinnamic Alcohol	No	no	40	25	—	weak	Yes	Yes	Used for Lilac odors in combination with Styrax. Not very strong but brings valuable character to bouquets.
Cinnamic Aldehyde	Develops yellow Spots	gradual fading	40	10	—	strong	No	Yes	Recommended as being satisfactory in many bouquets especially the oriental type for colored soaps.
Cinnamyl Acetate	No	gradual fading	30	15	—	medium	Yes	Yes	Nice character, stronger than Cinnamic Alcohol.
Citral	Forms yellow spots	gradually turns resin like	12	1	—	medium	No	?	Value in soap doubtful, except in bouquets with fixative resins.
Citronellol	No	gradual	50	25	Yes	weak	Yes	Yes	Indispensable in Rose odors. Odor fades gradually but is perceptible to the end, and is always agreeable.
Citronellal	No	turns to isopulogol	4	1	—	strong	Yes	Yes	Not lasting enough to be of great interest. Polymerizes rather quickly and turns to isopulegol odor.
Citronellyl Acetate	No	fading	25	10	—	medium	Yes	Yes	For Rose and Lily of the the Valley.
Coumarine	No	gradual	50	30	Yes	lasting sweet	Yes	Yes	Good fixative and sweetener, excellent for all soaps.

(To be concluded in April issue.)

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SOAP BUILDERS

Detergency of Alkaline Salt Solutions as Measured by Deflocculating and Emulsifying Power

By Dr. Foster D. Snell

This is the third of a series of reports by Dr. Snell on studies of the detergency of various alkaline salts commonly used as soap builders. The reports were delivered before meetings of the American Chemical Society and published first in "Industrial & Engineering Chemistry." The first two reports were republished in January, 1932, and September, 1932, issues of SOAP. —The Editors.

ONE of the properties of a detergent which must be considered in estimating its value is the ability to deflocculate and emulsify oils or oil-covered dirt particles. By such action, dirt having a superficial layer of oil, which has been removed from a surface by virtue of the wetting power of the detergent used, is dispersed and prevented from redepositing during the washing process and is carried away at the end of the operation. A detergent which has wetting power but lacks deflocculating and emulsifying power will merely cause dirt to be spread over a surface more evenly rather than cause it to be removed permanently.

Measurements of this property have been carred out on a series of salts which have already been compared as to neutralizing power as represented by available and total alkalinity (*4*), and as to wetting power as represented by interfacial tensions (*5*). In these determinations the series of salts previously compared was shortened to include only the sodium silicate with a $Na_2O:SiO_2$ ratio of 1:1 and to omit borax and sodium chloride.

Various methods of measurement of emulsifying power have been used previously of which the following are representative: Stericker (*6*) compared the emulsifying power of alkaline salts and soaps by shaking 12.5 cc. of the solution with 0.3 cc. of a neutral brown lubricating oil. The mixture was shaken 30 seconds, allowed to stand 5 minutes, and then placed in an oven at 80° C. for 75 minutes. The condition of the emulsion was noted at each step. Of the salts tested, he found the most siliceous silicates to be the best emulsifying agents.

Vincent (*7*), using highly purified petroleum oil, found sodium silicate to have no value for emulsifying oils and believes that the oils used by Stericker were slightly contaminated with fatty acid so that the emulsification was due to soap formed. He found that other alkaline compounds—in particular, trisodium phosphate, sodium hydroxide, and ammonium hydroxide—aided emulsification. His method was to shake 25 cc. of soap or salt solution and 25 cc. of kerosene oil twenty consecutive times in a 100-cc. oil sample bottle at a temperature of 40° C. Comparative emulsifying powers were judged according to the appearance of the emulsions after standing 16.5 hours.

Chapin (*2*) used a somewhat different method to determine the emulsifying power of stearate soap solutions. His procedure was to add one cc. of mineral oil free from acid to 20 cc. of soap solution in a tube which was rotated at 20 to 22 r. p. m. for 40 minutes. The contents were then filtered and the quantity of oil found in the filtrate was taken as a measure of the emulsifying power. Experiments were also made using oiled carbon black in place of mineral oil, a procedure which he considered more promising.

A procedure of the same type as that of Stericker was used by Baker (*1*) in comparing the emulsification produced by solutions of sodium hydroxide, sodium metasilicate, trisodium phosphate, and sodium carbonate. His method was to stir 75 cc. of the solution with 75 cc. of a light motor oil for 5 minutes of 20° C. in a motor-driven drink mixer. The mixtures were poured into bottles and allowed to stand 24 hours, and the depths of the oil emulsion and aqueous layers were then measured. Comparison of the emulsion layers obtained with the different solutions showed sodium metasilicate and trisodium phosphate to be much better emulsifying agents than the other compounds.

Measurements of deflocculating power have been made by Fall (*3*). He used manganese dioxide as his soil, and determined by titration the quantity of this soil that was suspended in the detergent solution after shaking for 5 minutes under standard conditions. This method yielded quantitative results. He found silicates of soda to be almost as effective as soap in suspending manganese dioxide, and more valuable than sodium hydroxide, sodium carbonate, or trisodium phosphate as addition agents to soap.

When a definite proportion of neutral mineral oil is agitated with an aqueous solution of emulsifying agent under standard conditions, it is reasonable to assume that

Suspensions of Oiled Umber after a few hours. 1. In Sodium metasilicate. 2. In Soda Ash. 3. In caustic soda

the nature of the emulsion will depend on the efficiency of the emulsifying agent. As between an efficient and an inefficient emulsifying agent, the dispersion in the case of the former will be finer. It is desirable further to subdivide the effect of emulsifying agents into two effects—stabilization of oil droplets by preventing coalescence, and stabilization by the effect of a protective colloid in preventing concentration of the particles in response to the effect of gravity. So differentiated, it is possible that two agents will give equal stability of emulsions, but the nature of the emulsions may be radically different.

In laundry operations the dispersion of large amounts of oil alone is unimportant. The procedure and discussion assume that a good wetting agent does not remove the superficial film of oil from a small particle but rather deflocculates the oil-coated particle as a whole, so that the interface is one between oil and detergent solution. No positive data as to the correctness of this assumption have been obtained nor does an answer as to the correctness seem possible at this time. The data are presented because of the importance of the property measured and the correlation obtained between such experiments and experimental washing operations to be reported. Denial of the correctness of the hypothesis would invalidate much of the discussion of the mechanism of the operation of suspending soil as discussed here, but would affect the conclusions reached only to the extent of altering the terminology used.

Emulsions of pure neutral oil are of theoretical interest, but, in dealing with soiled fabrics, the dirt contains materials of the nature of fatty acids. Soap formed by the soap builder at the surface of the dirt particle is an important factor in stabilizing the suspension. It is also desirable to use a method such that the results may be expressed in quantitative terms rather than by the appearance of the emulsions. Chapin's method with oiled carbon black is designed to meet the latter specification, but involves difficulties in technic which he recognized, and which introduce error into the results.

A method has been developed for measuring a property of alkaline salt solutions which is a combined effect of deflocculation followed by emulsification—subject to one assumption. It is believed to be fairly representative of actual conditions and gives results which may be expressed quantitatively.

TO obtain droplets of uniformly distributed sizes, oil-coated burnt umber was used instead of oil alone. The umber was a finely powdered grade giving a mesh analysis of 0.37 per cent retained on 200 mesh and 2.90 per cent retained on 325 mesh. Since the size of the droplets depends on the size of the umber particles, the droplets in different emulsions would be uniformly distributed as to size. The oil mixture used to impregnate the umber consisted of 49.5 per cent by volume of commercial cottonseed oil, 49.5 per cent of neutral mineral oil, and one per cent of commercial oleic acid. The cottonseed oil was a grade containing 0.38 per cent of free fatty acid, and the oleic acid was a refined grade containing 95 to 96 per cent of oleic acid. This mixture corresponds roughly to the oils in dirt, although the acidity is probably low in comparison with that actually present in average dirt. The oil mixture was applied to the umber as a solution in benzene, the proportions used being one gram of oil mixture dissolved in 25 cc. of benzene to 25 grams of the ground umber. The oil and umber were thoroughly mixed to give uniform distribution of the oil. The mixture was then dried until no odor of benzene could be detected. The resulting oiled umber contained 1.98 per cent of mineral oil, 1.98 per cent of saponifiable oil, and 0.04 per cent of oleic acid.

The first procedure tried was to add 5 grams of the oiled umber to 100 cc. of 0.1 per cent solutions of the soap builders to be tested at 20° C. Uniform 110-cc oil bottles were used. The mixtures were shaken vigorously by hand about twenty-five times and allowed to stand for 24 hours. At the end of this period, comparisons were made of the depth of sediment in the bottom of the bottles, the height of the layer of suspension above the sediment, and the weight of residue obtained at 110° C. from 25 cc. of the solution pipetted from the center of the layer of suspension.

Comparisons of the depth of the layers of sediment and of suspension were unreliable as a basis for conclusions because the differences were not large and checks were poor. A comparison of this type would probably prove more valuable if long narrow tubes were used in place of 110-cc. oil bottles.

The residue obtained on evaporating 25 cc. of the suspension consisted of the suspended umber and of

substances which were present in solution. Calculations were made of the weight of anhydrous dissolved substance in 25 cc. of the various solutions on the basis of the concentrations used. These weights were then deducted from the total weight of residue to give an approximation of the weight of umber suspended in 25 cc. of solution. Such values were multiplied by four to give the weight of umber per 100 cc. of suspension, which was taken as a tentative expression of the emulsifying and deflocculating power of the detergent. This method possessed inherent defects. The builders would not be completely dehydrated at 110° C. in all cases. Sodium hydroxide, and to a lesser extent others, may be expected to become carbonated. Negative values were obtained for sodium oleate and for a mixture of modified soda and sodium oleate, which showed that the calculated weight of dissolved substance did not represent the actual amount present in the residue. Presumably some of the soap, and possibly some of the alkaline salts, were removed from solution by adsorption on the oil-coated umber, a considerable portion of which had settled to the bottom. The actual concentration of solution when sampled would therefore be lower than that on which the calculations were based. These factors would cause the calculated values to be at variance with the true values with all of the solutions in the series, and such variance would not be the same in all cases.

As a more accurate method, the weight of umber suspended in 25 cc. of the detergent solution was determined directly by a procedure similar to that used by Fall (*3*) in determining quantities of manganese dioxide in suspension. In order to reduce the amount of soap or alkaline salt removed by absorption on the umber which settled to the bottom, only one gram of umber per 100 cc. of solution was used. The procedure was to withdraw 25 cc. from the layer of suspension as before. This was evaporated to dryness at 110° C. The residue after ignition at a dull red heat was completely dissolved in sulfuric acid. Metallic zinc was used as a reducing agent, and a titration was then carried out with standard potassium permanganate solution for determination of the iron content. The ferric oxide content of the umber used was 45.77 per cent. With this factor the umber present in the residue on evaporation could be calculated.

Determinations according to this procedure were made after the umber had been allowed to settle for one hour and for 24 hours at 20° C. The results after standing for only one hour were discarded because of inability to obtain satisfactory checks. Presumably a uniform rate of sedimentation had not yet been reached at that time under the experimental conditions adopted. The results for the 24-hour determinations are shown in Table I.

In order to determine the variance which existed between the calculated and actual residues from substances in solution and which was assumed to be due to incomplete dehydration and to carbonation of the more alkaline materials, residues on evaporation were determined for the various solutions alone at the same concentrations as those used in the tests. These are included in Table I. Wide variations are shown to occur between the calculated and determined values for the residues obtained in evaporating solutions of this series of substances. It was anticipated that some carbonation would occur in the case of sodium hydroxide. Stability of the monohydrate was also anticipated. The difference of an excess residue of 48.4 for sodium hydroxide as compared with a calculated value of 40 for the monohydrate indicates some carbonation. Sodium metasilicate will carbonate slightly, but the excess is probably largely due to incomplete dehydration. The value obtained is near that for a tetrahydrate. Trisodium phosphate contains free sodium hydroxide in excess over the amount required to completely neutralize the phosphoric acid, so that both carbonation and incomplete dehydration are factors entering there. The comparisons given in Table I show that, in the case of the solutions containing no soap, the portion of the residue which is material other than umber is approximately the same as the residue which would be obtained if umber were not present. The small differences shown may be assumed to be due chiefly to experimental error. When soap is present in the solution, however, either alone or in a mixture, the residue due to dissolved substances is considerably smaller when umber has been suspended in the solution than when it is absent. This bears out the hypothesis that adsorption of the soap by the oil-coated umber occurs. Adsorption of the alkaline materials may occur also but evidently to a much smaller extent.

(*Turn to Page* 99)

TABLE I. UMBER SUSPENDED AND RESIDUES ON EVAPORATION AFTER 24 HOURS

(From shaking 1 gram of oiled umber at 20° C. with 100 cc. of emulsifying solution)

0.1% SOLNS.	TOTAL RESIDUE PER 100 CC. SUSPENSION	UMBER PER 100 CC. SUSPENSION	RESIDUE		
			Due to materials in soln. by difference	Detd. on soln. alone	Difference
	Mg.	*Mg.*	*Milligrams per 100 cc.*		
Sodium hydroxide	158.4	18.9	139.5	148.4	—8.9
Sodium metasilicate	111.4	32.2	79.2	83.8	—4.6
Trisodium phosphate	87.4	25.3	62.1	66.0	—3.9
Sodium carbonate	126.8	12.2	114.6	108.8	+5.8
Modified soda	106.4	12.2	94.2	93.8	+0.4
Sodium oleate	93.0	48.6	44.4	105.8	—61.4
Sodium hydroxide + 0.1% sodium oleate	281.2	66.4	214.8	257.2	—42.4
Sodium metasilicate + 0.1% sodium oleate	201.4	77.0	124.4	189.6	—65.2
Trisodium phosphate + 0.1% sodium oleate	178.0	73.4	104.6	169.6	—65.0
Sodium carbonate + 0.1% sodium oleate	226.2	66.4	159.8	205.2	—45.4
Modified soda + 0.1% sodium oleate	203.2	57.6	145.6	192.4	—46.8

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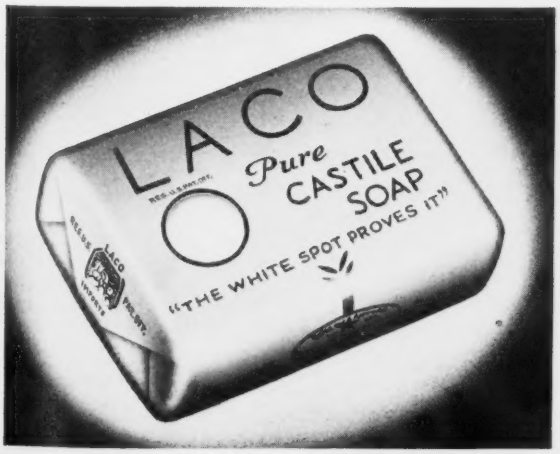
and original liquid shaving soap on the market. If we are in error, correct us." At any rate, five drops are stated to be enough for a shave.

A new package for Fleetwing Auto Polish by the Owens-Illinois Glass Co. A live, attractive package.—red applied color glass with white molded cap and cream

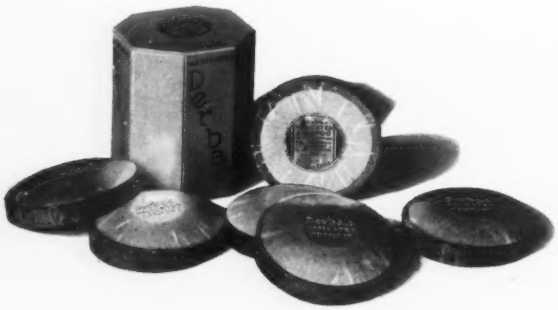


label,—marking the new trend in the packaging of polishes. A polishing cloth is included and the whole wrapped in cellophane. Manufacturer—Fleetwing Oil Corp., Cleveland.

A window wrapper for *Laco* castile soap. The new wrapper which Lockwood-Brackett Co. of Boston have adopted for their well-known castile. The small cellulose window permits the snow-white bar of soap to be seen by the purchaser.

Above is the new patented center-cured milled toilet soap, being marketed under the name of *Lustra* by C. A. Crary of Wyoming, Cincinnati. Front and rear views of the wrapped bar are shown—also front view of the

bar itself showing the numerous capillaries. These are punched in both back and front of the soap, but do not meet. This permits free access of air to inside of cake, but water cannot enter. A milled soap which floats.



The small flat round cakes of Derbac Medicated Shampoo Soap in the attractive octagonal folding box has replaced the old-fashioned rectangular cake in square carton. Silver paper and box are the distinguishing marks of the medicated shampoo. Made by Cereal Soaps Co., New York.

—o—

Felton Celebrates Tenth Anniversary

Felton Chemical Co., Brooklyn, N. Y., completed ten years in the manufacture of aromatic chemicals and perfuming raw materials last month. In 1923, Dr. Joseph Felton founded the company with a small plant on Taaffe Place, Brooklyn, with the object of conducting research on aromatic chemicals and manufacturing them on a small scale. The business grew rapidly and in 1927, the company built its new plant with the most modern equipment on Johnson Avenue, Brooklyn.

Dr. Joseph Felton

Dr. Felton had been for some years before establishing the Felton Chemical Co., a technical authority on the manufacture of aromatics. Dr. Felton was graduated from the Technische Hochschule at Breslau, Germany, and received his Ph.D. from the University of Breslau in 1914. For some time, he was chief assistant to Semmler, the German aromatic chemical authority. He came to the United States in 1919, and became chief chemist for one of the leading aromatic chemical manufacturers. In 1920, he married Mrs. Sophie Felton, herself a graduate in chemistry from Barnard College, and at that time, engaged in perfume research for one of the large soap manufacturers.

Albert Albek, secretary of the company and general sales manager, joined Felton in 1926, after a number of years in the essential oil business both in New York and Europe. For seven years prior to coming to this country, Mr. Albek was engaged in the distillation and purchase of essential oils in Spain. He was born and educated in Switzerland, and there became acquainted with Dr. Felton.

—o—

C-P-P Sales Off 25% in 1932

Colgate-Palmolive-Peet Co. sales dropped to $67,741,303 in 1932, as compared with $89,844,299, in 1931, according to the company's annual report to stockholders. The net profit amounted to $53,301, as against $7,598,224 for the previous year. This equals 20 cents per share on the firm's 6 per cent cumulative preferred stock. In 1931, earnings averaged $3.12 per share on 1,985,299 shares of no par common. On Dec. 31, 1932, profit and loss surplus was $8,203,636, as compared with $15,820,467 one year before.

—o—

Private Brand Maker to Be Taxed

In a special ruling by C. M. Charest, general counsel of the Internal Revenue Bureau, the actual manufacturer of private brand toilet preparations is held liable for the amount of the sales tax, not the owner of the brand who sells in turn to the wholesaler, retailer or consumer. A company liable for payment of the tax is described as one which sells a bulk article for repacking, fills packages supplied by the brand owner or makes a finished product with ingredients supplied by the brand owner.

—o—

F. T. C. Issues Armand Order

The Federal Trade Commission has ordered the Armand Company, manufacturers and distributors of toilet articles and cosmetics, Des Moines, Iowa, to discontinue resale price maintenance. The company is to cease entering into agreements with wholesale and retail dealers whereby Armand products are resold at prices fixed by The Armand Company. Also the company is to stop entering into agreements with wholesale dealers whereby Armand products are not to be resold to price cutting retailers. The Armand Company was stated to have sent out notices to the effect that it declined to sell to dealers who did not charge the resale price suggested by it. The company requested a "declaration of intention" from wholesalers and retailers, furnishing them with a model form of such declaration to be signed and returned to the company. Upon receipt of this form satisfactorily filled out orders for Armand products would have prompt and interested attention, dealers were told.

—o—

H. W. Gleichert has been appointed manager of special product sales for Columbia Alkali Corp., succeeding Ray A. Giddings who recently resigned to become secretary of the Calcium Chloride Assn.

—o—

Magic Chemical Co., Cleveland, was incorporated with 100 shares no par by Martin J. Monahen, Leader Bldg., Cleveland.

New Ideas from the Packaging Show

NEW developments in packages, packaging materials and packaging machinery were on display at the third annual Packaging Exposition, staged at the Hotel Pennsylvania, New York, March 7 to 10, under the direction of the American Management Association. Although attendance was undoubtedly held down by the banking holiday, particularly from outside the Metropolitan district, exhibitors reported a satisfactory amount of interest in spite of the attendance handicap. The following exhibits were of particular interest to manufacturers of soaps, sanitary products, and allied materials:

OWENS-ILLINOIS GLASS CO., TOLEDO, O.—The prize winning O'Cedar Wax Cream bottle, illustrated in *Soap* several months ago on its introduction, was the central feature in one of the most attractive exhibits at the show. In the other packages displayed developments of the research division were featured. T. K. Almroth, advertising manager, Smith Reardon, proprietary sales manager, and H. A. Barnby, head of the research division, were in charge of the display, assisted by various members of the New York selling force.

STOKES & SMITH CO., PHILADELPHIA—Featured a new tight wrapped package, employing a specially varnished wrapper, making the carton practically moisture proof. Tests are now being conducted to determine the exact loss in various products. This new package should be of particular interest to manufacturers of dry soaps and cleansers. The Stokes & Smith booth was well supplied with samples of all sizes and shapes of dry filled packages handled by the company's packaging machinery. C. E. Schaeffer was in charge, assisted by Leon Smith, Philadelphia, and W. B. Sanford and W. J. Buedingen, from the New York sales office. O. F. McConnell, Jr., of Hetherington-Watson Co., Philadelphia, S & S advertising representatives, was on hand for the first two days.

BAKELITE CORP., NEW YORK—A complete line of transparent bottle stoppers was featured in the Bakelite booth, along with a wide variety of bottle caps. In addition, new pastel colors for soap dishes, jars, etc., were on display. E. W. Vaill and D. M. Buchanan had charge of the exhibit.

CONTAINER CO., VAN WERT, O.—A complete line of fibre shipping drums were shown in this booth. Although these drums have been principally used for shipping dry products they are now being offered as shippers for semi-liquids. Test shipments are being made by motor freight. According to C. E. Eggerss, manager of the company, who was in charge of the exhibit, the Container Co. fibre drums differ from many on the market in that no glue is used in their manufacture. F. X. Hogan, New York representative, and C. B. Pearsall, Rochester, in charge of Western New York territory, were also at the booth.

GENERAL PLASTICS, INC., NORTH TONAWANDA, N. Y.—The new Durez paste soap dispenser, illustrated in the February issue of *Soap*, was prominently displayed in the General Plastics booth. This new dispenser, designed to dispense shaving cream in barber shops, is being molded by Norton Laboratories, Lockport, N. Y. It is now being offered as a hand soap dispenser for retail sale, through the soap trade, and for use in public washrooms. Among the other new packages were a number of molded jars, the first containers of this type on the market. They weigh 75 per cent less than glass and are not brittle. H. S. Spencer, advertising manager, and his assistant, F. E. Brill, had charge of the Durez display.

METAL EDGE BOX CO., PHILADELPHIA—A number of the latest metal edge shipping and display boxes were displayed in this booth. Included in the lot were some unusual and novel metal edge containers. Elias Wolfe, one of the proprietors of the business, M. P. Junkin, sales manager, and Oscar Rambo, were on hand to answer questions about the company's products.

HINDE & DAUCH PAPER CO., SANDUSKY, O.—This well known maker of shipping containers called special attention to the new Traton fancy corrugated paper. It is available in a wide variety of colors in crepe style and is being offered principally for floor displays and specialty boxes. J. H. McCloud and T. H. Gagen, of Sandusky, and Fred George, Kansas City, Mo., were in charge.

KIMBERLY-CLARK PAPER CO., NEENAH, WIS.—A variety of uses for Kimpak, the packaging material made by this firm, were displayed. S. B. Fithean and P. F. Ryan, of the New York sales office, had charge of the booth.

PACKAGE MACHINERY CO., SPRINGFIELD, MASS.—The newest and improved Model F-9 adjustable wrapping machine was in operation at the Package Machinery booth. It was working on a small carton, wrapping it in transparent cellulose. The principal features of the improved model were pointed out as its unusual adaptability to varying sizes, accompanied by a speed of from 75 to 80 packages per minute. Several of the company's officials and department heads attended the show, including Roger L. Putnam, president, G. A. Mohlman, vice president, Alden French, advertising manager, Paul Langhammer, plant superintendent and A. B. Hull, from the New York office.

FONDA CONTAINER CO., UTICA, N. Y.—The new window top fibre can, recently announced by Fonda, featured their exhibit. This container should interest makers of moth crystals and cakes, bath salts, toilet preparations, etc. H. Y. McMullen, sales manager, located at the New York office, had charge of the display.

CONTINENTAL CAN CO., NEW YORK—The prize winning "Clean-All" can, made for Devoe & Raynolds, featured this display, one of the largest and most attractive on the floor. A picture of this new package will be available for publication in the next issue of *Soap*. H. A. Goodwin, advertising manager, planned the exhibit and was at the booth during the show. Other Continental men included John Cross, John Taylor, George Du Charm and others of the New York staff.

CIN-MADE CORP., CINCINNATI, O.—A wide variety of fibre containers and mailing tubes were displayed at the Cin-Made booth. These included a number of interesting packages for moth preventives, cleansers, etc., as well as individual moth cake packages. Fred Haedrick, New York sales representative, was in charge.

PILLIOD CABINET CO., SWANTON, O.—Showed a complete line of fancy wooden boxes, including a new double use vanity box, equipped with a mirror, suitable as a gift container for soaps, toilet preparations, etc. E. H. Bergin had charge of the display.

LIQUID CARBONIC CORP., CHICAGO—Two bottle labeling machines were operated in the Liquid Carbonic booth, a semi-automatic and a full automatic. C. J. Rawlings, N. F. Bader and John Miller were in charge.

SEFTON NATIONAL FIBRE CAN CO., ST. LOUIS—A new style can for Pax crystallized soap was featured by Sefton. The design is the same as that illustrated in a recent issue of *Soap*, but the perforations in the shaker top are invisible, the top snapping up to release the soap. A. N. Hutchinson, New York representative, managed the exhibit, assisted by Miss L. Scheim.

CLEVELAND CONTAINER CO., CLEVELAND—Showed a new cleanser package wrapped in aluminum foil and lined with parchment, a moisture proof container. According to W. F. Walker, general manager of the company, who was in charge of the exhibit, their Detroit factory has developed an aluminum foil lined package suitable for semi-liquid soaps. J. T. Henson and H. K. Ewald, of the New York branch, were also at the booth.

DU PONT CELLOPHANE CO.—Showed several packages of multiple wrapped toilet soap cakes, featuring the Williams package of four with a printed wrapper. A Jergens unit of three and a

(*Turn to Page* 53)

HEPTYLLYS

HEPTYLLYS is not the same as Alpha-Amyl-Cinnamic-Aldehyde. It possesses greater odor value; has a note of distinction, not present in the ordinary product; does not discolor soap.... After experimenting with HEPTYLLYS, compounders say that it is a better product and has a wider field of use than ordinary Alpha-Amyl-Cinnamic-Aldehyde. . . . Try HEPTYLLYS. The actual trial will convince you that here is a new and better product.

The Naugatuck Chemical Company

AROMATIC CHEMICAL DIVISION

1790 BROADWAY NEW YORK, N. Y.

PERSONAL AND IMPERSONAL

Procter & Gamble Mfg. Co. have planned for alterations at their Port Ivory, S. I., plant to cost $28,000, including new equipment.

—o—

B. T. Babbitt, Inc., New York, are started on their largest advertising campaign for "Bab-O." Newspapers in over 200 cities are being utilized, tying in with an extensive window display campaign.

—o—

Los Angeles Soap Co. announce the transfer of their representative, V. P. Lewis, from Enid, Okla., to Tulsa where he will have charge of the northeastern part of the state.

—o—

Three recently formed soap companies are Cleansit, Inc., Sioux City, Iowa, Kleenmor Mfg. Co., Lewiston, Me., and the Victor Soap Co., Cincinnati, the latter incorporated by Bertman & Hurt, Cincinnati. All are announced as planning to engage in the manufacture and sale of soaps, cleaners, etc.

—o—

Magnus Chemical Co., Garwood, N. J., manufacturers of a complete line of special cleaners, announce a new product for cement floors, Magnus Cement Cleaner and Renovator. In the booklet describing the new product, the company points out that it bleaches as well as cleans and that it also hardens the surface and fills pores. This prevents dusting and easy picking up of dirt.

—o—

L. A. Carton, treasurer of Swift & Co. for forty years, died Feb. 24 at his home in Chicago. He was 87 years old at the time of his death, having remained active in business until a sudden illness of only a few days duration. W. B. Traynor, a vice-president and director of the company, was elected to his vacant position.

—o—

Viscount Leverhulme has been re-elected president of the Institution of Chemical Engineers of Great Britain. Lord Leverhulme is governor of Unilever, Ltd., and of Lever Bros., Ltd., Port Sunlight.

—o—

Stockton Soap Co., maker of "Stocktonia" soap, whose plant was destroyed by fire early this year, is proceeding with plans for rebuilding at once.

—o—

Antiseptol Liquid Soap Co., manufacturers of liquid soaps, shampoos and liquid soap dispensers, for the past 28 years, has moved its plant and offices from 564 W. Randolph St., Chicago, to a larger modern plant at 5524 Northwest Highway, where they will manufacture a complete line of sanitary specialties and floor maintenance materials. The company name has been changed to Antiseptol Company, Inc., a name more appropriate to the larger line.

—o—

Harold F. Ritchie, for many years a well known figure in the drug toilet goods and soap industries, died early this month in Toronto at the age of 52. He took over the Pompeian toilet goods line from the Colgate-Palmolive-Peet Co., having handled it for some time before it was sold to Colgate & Co.

—o—

Roy C. Sutton Mfg. Co., St. Louis, manufacturers of Surj household cleanser, have placed their advertising account with the Anfenger Advertising Agency, of that city.

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The 1933 Spring Trade Beauty Show was held at the De Soto Hotel, Savannah, Ga., March 13-15, under the sponsorship of J. M. Kline Co., Savannah. Among the exhibitors were Colgate-Palmolive-Peet Co., National Oil Products Co., Harrison, N. J., and Inecto, Inc., New York.

—o—

Nu Blu Manufacturing Co., Seattle, Wash., have begun the manufacture of a special cleaner for painted surfaces for sale chiefly to public, office, and other buildings and institutions. The company is located at 208 Maritime Building and R. C. Earnest is general manager. The firm plans on national distribution. Hardy & Herren, 1735 West 107th St., Chicago, are the new representatives in the Middle West.

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Pacific Coast Borax Co. has redesigned the "20 Mule Team Borax" package, the new box being printed in black and red. Similar changes have recently been made in the company's soap chip package.

—o—

Lever Brothers, Ltd., have an interesting exhibit at the British Industries Fair, a Washability Bureau, demonstrating how different classes of cloth stand up in the average laundry.

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As a part of its advertising campaign on "White King" soap the White King Soap Company distributes to users a booklet, "The Romance of Soap," telling how "White King" soap is made.

"Squibb Capers of 1933" was the title of a floor show staged by the Squibb Athletic Association of E. R. Squibb & Sons, Brooklyn, in connection with a dance by the employes in the Grand Ballroom of the St. George Hotel, Brooklyn, on Feb. 24. The show consisted of fifteen acts, made up altogether of talent from the Squibb organization, and staged by Ned Wayburn. The show was arranged by John Lonergan, II. Jack Inglas was master of ceremonies. Arrangements were in charge of Frank Zachmann, president of the athletic association, and a committee composed of Leon Barton, W. E. Fay, M. J. Harnist, H. F. Lucas, and S. F. Urban.

—o—

"Palmolive" soap, "Ivory" soap, "Lux" soap and "Ipana" toothpaste are four of the most popular items used as loss leaders by department stores, according to a recent issue of the *Dry Goods Economist*. In 20% of the cases studied some soap was used as the loss leader.

—o—

Employees of the Armand Company, Des Moines, cosmetics, have been covered with life insurance through the adoption of a group policy by that organization, through the Prudential Insurance Company of America. The policy involves a total of $216,500. The workers are eligible to coverage in amounts ranging from $1,000 to $5,000, and the premiums are shared by the employees and the company.

—o—

Another convert to the comic strip advertising movement has been gained in the soap industry. Procter & Gamble released a newspaper campaign on "Oxydol" Feb. 28, using characters titled Mrs. Drear and Mrs. Cheer, created for the company by Rose O'Neill of Erwin, Wasey & Co., advertising representatives.

—o—

Victor Vivaudou, founder of V. Vivaudou, Inc., has recently rejoined the Vivaudou organization after an absence of a number of years during which he devoted his time to work on the development of new products and processes.

—o—

In reporting the opening of a new plant by Wildroot, Inc., Buffalo, in Fort Erie, Ontario, Canada, in the February issue of SOAP, some confusion resulted in the name of the Canadian branch, which is to be Wildroot, Ltd.

—o—

General Dyestuff Corp., New York, has introduced a new grease solvent under the name, "Laventine HW," recommended for washing materials containing a large percentage of oil.

—o—

Wyp-a-Way Soap Co., Cleveland, has been conducting a sales campaign on this new product, seeking to introduce it to local housewives through direct door-to-door selling.

Stanley Chemical Co., East Berlin, Conn., has introduced a new product, "Hand Save," which protects the hands of users of lacquers, paints, varnishes, etc.

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Cecil H. Gamble, a director of Procter & Gamble Co., is acting as chairman of Cincinnati's 1933 community chest campaign.

—o—

Distribution of soaps to retailers by trucks, manned by crews of the manufacturer, is now being conducted in some territories by Colgate-Palmolive-Peet Co. The trucks carry stocks of soaps, window display and other advertising material, and crews to set up and deliver the materials. Stocks are picked up from local jobbers and sold for their account.

—o—

Sales of Gimbel's Hardwater Soap was increased materially, during the January special sale period, through a hook up with a bust carved from a cake measuring three by five feet. A nationally known sculptor was commissioned to carve the bust. The affair was widely publicized, in newspapers and over the radio, preceding the unveiling. The week following Gimbel Brothers, New York department store, sponsored a contest to select a name for the bust.

—o—

Lever Brothers advertisement for *Lux*, headed "Stop Those Runs in Stockings" was found to be the single most successful advertisement tested last year by the Psychological Corp., according to an article in the "Broadcast Reporter" by the organization's secretary, Henry C. Link. The piece of copy was rated 75 per cent effective. Among the tooth paste campaigns tested, Ipana's was found most effective.

—o—

Colgate-Palmolive-Peet Co., Ltd., Toronto, will spend sixty per cent more for advertising in Canada during 1933 than was spent in 1932, according to a report from that city.

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Wilbert Products Co., New York, well-known manufacturers of household ammonia, are now marketing a non-rubbing floor wax for the retail trade under the name of Wilbert's No-Rub Floor Wax.

—o—

J. B. Williams Co., Glastonbury, Conn., began marketing last month a new brushless shaving cream under the name of *Glider*. The cream is being advertised on the radio Sunday evenings at 7:30 over one of the N. B. C. groups. It retails for thirty-five cents.

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Articles of incorporation have been filed in Iowa by Cleansit, Inc., Sioux City, Iowa. The firm will manufacture soap and allied products. Capitalization is set forth at $10,000 with P. B. Freyder, president; Charles L. Lewis, secretary, and V. O. Stafford, treasurer.

CHICAGO TRADE NOTES

AT the Chicago Perfumery, Soap and Extract's meeting on Tuesday, March 7, Chairman William H. Schutte of the membership committee announced the results of the new membership drive, which is the principal subject of attention in the association at this time. Fifteen new members are already in.

—o—

Chicago Drug and Chemical Association, at its meeting on Thursday, February 23, made tentative plans for the annual spring banquet to be held late in April. Walter A. Kochs, of Victor Chemical Works will be in charge of reservations and entertainment. President O'Neill announced that the annual election of officers would take place at the next meeting, on March 30.

—o—

At the stockholders meeting of Abbott Laboratories on February 22, S. DeWitt Clough, former vice president, was elected president to succeed the late Dr. A. S. Burdick, who died February 11. Mr. Clough also assumes the title of general manager. E. H. Ravenscroft was elected chairman of the board of directors.

—o—

Lady Esther Company, at present located at 5710 Armitage Avenue, has leased the entire four story and basement plant of the Tinker Toy Company at 2012 Ridge Avenue, Evanston, and will move in, after alterations, some time during March. The cosmetic company will triple its floor area. It now has 20,000 square feet at its Chicago plant and in the new quarters it will have 65,000 square feet. Alfred Cohen, secretary and treasurer of the Lady Esther Company, is in charge of negotiations.

—o—

As "A Century of Progress" nears completion much interest is being displayed in the General Exhibits Group. Cosmetic exhibitors will have space in one of the central pavilions. Yardley & Company of London will have an extensive display there, and among American manufacturers, the Boyer International Laboratories and Bristol-Myers Company will exhibit cosmetics and toilet accessories.

—o—

David A. Day, formerly of Heine & Co., is now associated with the Chicago office of Felton Chemical Co.

—o—

Joseph H. Ostedt, president of Mari Trudeau, Inc., of St. Paul, Minn., has been confined to St. Joseph's Hospital of that city for some time by a serious illness.

—o—

Innis, Speiden & Co. have been appointed distributors in Chicago and the midwest for Franks Chemical Products Co., of Brooklyn, N. Y., manufacturers of stearates.

Thorn Succeeds Bertram at Babcock

H. W. Thorn has been chosen president of A. P. Babcock Co., New York, to succeed H. Henry Bertram who resigned recently to head the toilet goods department of Frederick Loeser & Co., large Brooklyn department store. Mr. Bertram also resigned as president of the Associated Manufacturers of Toilet Articles, having been head of that association for several years past. Mr. Thorn has been associated with Babcock for the past nineteen years, and for the past eleven years, has acted as secretary and treasurer of the company.

—o—

For the year ended December 31, 1932, the Gold Dust Corporation reported a consolidated net income of $2,513,549 after depreciation, interest, Federal taxes, and other charges. This was equal to $1.22 a share on 1,800,202 no-par common shares, after $6 convertible preferred dividends. It compared with a net of $3,513,648, or $1.73 per common share on 1,817,902 shares, in 1931. Current assets on December 31, 1932, were $15,973,669, including $7,583,059 cash and marketable securities, while current liabilities were $4,990,816. On December 31, 1931, current assets, including $9,017,193 cash and marketable securities, amounted to $20,119,778 and current liabilities were $4,822,399.

—o—

The U. S. Federal Trade Commission has dismissed a complaint charging Pond's Extract Co., New York, manufacturer of toilet preparations, with unfair methods of competition in the use of testimonials in advertising. This complaint was issued March 14, 1933. Full text of the Commission's order of dismissal is as follows: "This matter coming on for further consideration, and the Commission now being fully advised in the premises, it is ordered that the complaint herein be and the same is hereby dismissed without prejudice."

—o—

National Silicates, Ltd., affiliated with Philadelphia Quartz Co., Philadelphia, will shortly open a new plant for the manufacture of silicate of soda in the Toronto area. The necessity for continuous operation was one of the principal reasons behind establishment of the Canadian unit. The products of Philadelphia Quartz Co. have previously been distributed in Canada by G. F. Sterne & Sons.

—o—

John Enequist, Jr., president of the Enequist Chemical Co., Brooklyn, N. Y., has announced that Nelson E. Myers and Louis H. Cates, both formerly with Seldner & Enequist, Inc., have joined his company as officers and directors.

—o—

Stocks of refined cottonseed oil on hand in United States as of Jan. 31, 1933, totaled 759,730,475 lbs., as compared with 556,940,173 lbs. on the same date in 1932. Stocks of crude oil were 146,688,237 lbs., Jan. 31, 1933, as against 135,132,883 lbs., Jan. 31, 1932.

In Your

Naphthalene

and

Paradichlorbenzene

use

Felton's tested Coloromes

and Perfume Bases

●

The only perfumes

that really cover

●

FELTON CHEMICAL COMPANY, Inc.

Executive Offices and Factory

599 JOHNSON AVE., BROOKLYN, N. Y.

Chicago, Ill., Office

1200 NORTH ASHLAND AVE.

Stocks Carried in the Following Cities:

LOS ANGELES, CAL.
WM. PAUER.
1131 N. Orange Grove Ave.

SAN FRANCISCO, CAL.
P. J. RICH.
1282 Folsom St.

CHICAGO, ILL.
M. HARTSTEIN.
1200 No. Ashland Ave.

NEW ORLEANS, LA.
ROBERT E. FELTON.
Balter Bldg., Rm. 407.

RECORD OF TRADE-MARKS

The following trade-marks were published in the February issues of the *Official Gazette* of the United States Patent Office in compliance with Section 6 of the Act of September 20, 1905, as amended March 2, 1907. Notice of opposition must be filed within thirty days of publication. As provided by Section 14, fee of ten dollars must accompany each notice of opposition.

Trade Marks Filed

13—This in outline letters together with words, "Unlucky for dirt," describing hand soaps. Filed by Quality Soap Manufacturing Co., Milwaukee, Aug. 20, 1932. Claims use since July, 1932.

CHANEL—This in solid letters describing soap. Filed by Chanel, Inc., New York, Dec. 1, 1932. Claims use since Jan. 1, 1921.

A1-WATER—This in solid letters with two shields in circles, describing soap. Filed by Kresge Dept. Store Corp., Newark, May 13, 1932. Claims use since Oct. 15, 1931.

BALKO—This in solid letters on reverse plate showing hand, describing soap. Filed by Baltz & Koerper, Philadelphia, Aug. 20, 1932. Claims use since June 12, 1932.

P. M. E.—This in solid letters describing cleansing compound. Filed by F. M. Riggs, Maywood, Ill., Sept. 23, 1932. Claims use since Jan. 1, 1920.

PROTEX—This in heavy script describing toilet soap. Filed by Iowa Soap Co., Burlington, Iowa, Dec. 2, 1932. Claims use since Nov. 8, 1932.

CARPETONE—This in solid letters describing carpet cleaning compound. Filed by Illinois Dyestuff Corp., Chicago, Dec. 6, 1932. Claims use since Aug. 28, 1931.

FERMAX—This in outline letters describing washing compounds. Filed by Fermax Products Co., Irvington, N. J., Dec. 22, 1932. Claims use since July 29, 1932.

ACULA—This in script describing antiseptic and deodorant. Filed by Phoenix Preparations, Scranton, Pa., Nov. 23, 1932. Claims use since Mar. 15, 1932.

BEAUTY BUBBLES—This in solid letters describing toilet soap. Filed by Kirkman & Son, Inc., Brooklyn, Jan. 9, 1933. Claims use since Oct. 4, 1932.

MOTH-GAS—This in outline letters with insecticide tablet describing insecticide. Filed by Lewy Chemical Co., New York, Dec. 15, 1928. Claims use since Nov. 8, 1927.

SULFAX—This in solid letters describing antiseptic and deodorant. Filed by Boericke & Taffel, Inc., Philadelphia, Jan. 20, 1932. Claims use since May 1, 1930.

DRANO—This in solid letters with sink and can holding can of cleaner describing cleaner. Filed by Drackett Chemical Co., Cincinnati, Dec. 5, 1932. Claims use since Apr. 3, 1923.

LOTIRIS—This in solid letters describing deodorants. Filed by Sitroux Importing Co., Brooklyn, Dec. 19, 1932. Claims use since Aug. 1, 1932.

BUBLO—This in outlined letters with drawing of jesters blowing bubbles, describing washing powders. Filed by John D. Lee, Denver, Nov. 17, 1932. Claims use since July, 1928.

DIRTOWAY—This in solid letters describing cleaning compounds. Filed by Blesant Laboratories, New York, Dec. 7, 1932. Claims use since Nov. 7, 1932.

SAPOLIO—This on wrapper describing cleaning and scouring compound. Filed by Enoch Morgan's Sons Co., New York, Dec. 7, 1932. Claims use since Nov. 13, 1912.

LUSTRESS—This on reverse plate with girl's head, describing shampoos. Filed by La Fontaine, Ltd., Glendale, Cal., Dec. 20, 1932. Claims use since Dec. 26, 1929.

BLESK—This in solid letters with drawing of woman polishing pan, describing abrasive soap. Filed by Blesk Corp., New York, Jan. 3, 1933. Claims use since Aug. 4, 1932.

KUMSOF—This in solid letters with woman's hand holding cigarette, describing cream hand soap. Filed by Ditbro Research Laboratories, Inc., New York, Jan. 7, 1933. Claims use since Dec. 15, 1932.

"TURKISH-BATH"—This in solid letters describing silver polish. Filed by Ada Baldwin, Philadelphia, Jan. 17, 1933. Claims use since November, 1931.

LADY FINGER—This in solid letters describing soap flakes. Filed by Defiance Soap Co., Los Angeles, Jan. 20, 1933. Claims use since June 6, 1932.

STORK WASHING FLUID—This in solid letters with drawing of two children holding clothes, describing water softener. Filed by Stork Chemical Co., Pittsburgh, Nov. 8, 1932. Claims use since Apr. 4, 1921.

FORHAN'S—This in solid letters describing antiseptic and dentifrice. Filed by Forhan Co., New York, Dec. 29, 1932. Claims use since Sept. 1, 1915, on dentifrice and since 1916 on antiseptic.

STERO—This in solid letters describing antiseptic.

Filed by L. C. Smith Laboratory, Canton, Ohio, Jan. 3, 1933. Claims use since May 11, 1931.

ORTHO—This on reverse plate with picture of scientist using microscope, describing insecticide and germicide. Filed by California Spray-Chemical Corp., Berkeley, Cal., Jan. 18, 1933. Claims use since April, 1930.

REPELOCIDE—This in solid letters describing insecticide and disinfectant. Filed by Thorocide Co., St. Louis, Jan. 18, 1933. Claims use since Nov. 18, 1932.

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Trade Marks Granted

300,701. Polishing Powder. Gleam Products Corp., New York. Filed August 3, 1932. Serial No. 329,307. Published November 15, 1932. Class 4.

300,725. Brushless Shaving Cream. Kaufmann Department Stores, Pittsburgh. Filed August 30, 1932. Serial No. 329,993. Published November 22, 1932. Class 4.

300,727. Washing Fluids. Chilean Products Mfg. Co., Boston. Filed September 15, 1932. Serial No. 330,383. Published November 22, 1932. Class 4.

300,734. Dog Soap. Wiliam Cooper & Nephews, Inc., Chicago. Filed September 26, 1932. Serial No. 330,650. Published November 22, 1932. Class 4.

300,752. Soaps, Metal Polishes, Etc. Vadsco Sales Corp., Long Island City, N. Y. Filed October 7, 1931. Serial No. 319,838. Published November 22, 1932. Class 4.

300,890. Polish. Glissenite Corp., Duluth. Filed September 10, 1932. Serial No. 330,226. Published November 15, 1932. Class 16.

300,897. Cleaning Compound. Fuger and Baker, Lincoln, Nebr. Filed June 10, 1932. Serial No. 327,870. Published November 29, 1932. Class 4.

301,013. Shampoo in Paste Form. David Roderick Watkins, Dormont, Pa. Filed April 27, 1932. Serial No. 326,565. Published November 22, 1932. Class 6.

301,015. Floor Dressing. Acme Chemical Co., Milwaukee. Filed June 13, 1932. Serial No. 327,930. Published November 22, 1932. Class 16.

301,031. Antiseptics. C. D. Burchard, Inc., N. Y. Filed September 28, 1932. Serial No. 330,738. Published November 29, 1932. Class 6.

301,035. Insecticides. Oil Jobbers Refining Co., Chicago. Filed September 26, 1932. Serial No. 330,666. Published November 22, 1932. Class 6.

301,038. Powdered Deodorant. Chichester Chemical Co., Philadelphia. Filed September 13, 1932. Serial No. 330,324. Published November 29, 1932. Class 6.

301,039. Powdered Deodorant. Chichester Chemical Co., Philadelphia. Filed September 13, 1932. Serial No. 330,323. Published November 29, 1932. Class 6.

301,044. Tooth Powder, Shaving Powder, Etc. E. F. Young, Jr. Mfg. Co., Meridian, Miss. Filed September 8, 1932. Serial No. 330,189. Published November 22, 1932. Class 6.

301,095. Tooth Paste and Antiseptic. Dent-O-Fras Tooth Paste Co., San Bernardino, Calif. Filed September 19, 1932. Serial No. 330,488. Published November 29, 1932. Class 6.

301,098. Tooth Paste. William A. Webster Co., Memphis. Filed September 15, 1932. Serial No. 330,389. Published November 15, 1932. Class 6.

301,164. Dentifrice. Master Laboratories, Inc., Omaha. Filed April 13, 1932. Serial No. 326,058. Published December 6, 1932. Class 6.

301,214. Antiseptic. Kathryn Ellsworth, New York. Filed August 17, 1932. Serial No. 329,598. Published December 6, 1932. Class 6.

301,276. Shaving Cream. Gallaher Drug Co., Dayton. Filed October 21, 1932. Serial No. 331,429. Published December 6, 1932. Class 4.

301,279. Deodorants, Disinfectants, Etc. Paris Laboratories, Inc., New York. Filed July 19, 1930. Serial No. 303,654. Published December 6, 1932. Class 6.

301,319. Polishing Wax. S. C. Johnson & Son, Racine. Filed September 26, 1931. Serial No. 319,449. Published December 13, 1932. Class 16.

301,380. Polishing Material. Furniture City Polish Co., Grand Rapids, Mich. Filed October 17, 1932. Serial No. 331,306. Published December 20, 1932. Class 16.

301,389. Liquid Filter Soaps. E. F. Houghton & Co., Philadelphia. Filed February 17, 1932. Serial No. 324,257. Published April 12, 1932. Class 4.

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Fat Consumption Down 14% in 1932

Consumption for all purposes of major soap kettle fats in 1932 showed a decline of 14 per cent as compared with 1931. In 1932, the soap industry used almost exactly 40 per cent of the total available for consumption. This compared with 41 per cent in 1931, and 38.6 per cent in 1929. Calculated roughly from these figures, fat consumption by soapers in 1932,—and the same figure probably approximate soap production,—was about 15 per cent under the previous year.

Detailed figures of total consumption, percentage to the soap kettle, stocks of various oils and fats in warehouse, etc., compiled by E. L. Thomas from figures of the Bureau of the Census, are given in the following tables:

Net Available Consumption of Major Soap Kettle Fats

	1931	1932	Percentage to Soap*
Tallow, inedible	468,475,193	454,634,000	61
Cocoanut Oil	584,082,000	454,356,000	62
Palm Oil	262,921,000	230,132,000	78
Cottonseed Oil	1,322,095,000	1,259,292,000	10
Animal Grease (white, yellow and brown)	118,925,000	132,226,000	61
Fish Oils (Menhaden and herring)	120,342,000	51,564,000	50
Whale Oil	139,693,000	56,202,000	95
Olive Oil Foots	56,215,000	40,242,000	98
Palm Kernel Oil	44,516,000	15,306,000	58
Sesame Oil	52,529,000	14,220,000	24
Soya Bean Oil	39,823,000	29,135,000	20
Corn Oil	105,874,000	106,859,000	30
	3,315,490,000	2,844,168,000	

Decline in consumption 1932 as compared with 1931.....14%

Note: The fats constituting the foregoing tabulation represented 99.07% of the total consumption by the soap industry in 1931, according to the statement of the Bureau of the Census.

* These percentages are based on the actual percentages shown by the Bureau of the Census "Factory Consumption of Animal and Vegetable Fats and Oils for 1931" and may be subject to certain correction as indicators of the diversion of fats to soap manufacturing during 1932.

Oils, Fats and Raw Materials
Comparative Warehouse Stocks of Major Commodities

	Jan. 1, 1932 Lbs.	Jan. 1, 1933 Lbs.	% of Increase or Decrease
Vegetable Oils			
Cottonseed, Crude	126,564,000	143,835,000	+14
Cottonseed, Refined	491,035,000	730,492,000	+50
Coconut, Crude	188,352,000	120,928,000	—36
Coconut, Refined	14,797,000	14,227,000	— 4
Corn, Crude	10,386,000	9,503,000	— 8½
Corn, Refined	12,871,000	12,431,000	— 3
Soybean, Crude	13,635,000	12,633,000	— 7
Soybean, Refined	4,714,000	3,739,000	—20
Olive Oil Foots	8,981,000	13,505,000	+50
Palm Kernel, Crude	8,017,000	6,423,000	+20
Palm Kernel, Refined	1,663,000	782,000	—53
Linseed	154,484,000	121,775,000	—21
Tung	33,402,000	30,915,000	— 7
Castor	11,887,000	12,305,000	+ 3½
Palm	89,074,000	80,334,000	—10
Sesame	10,704,000	3,052,000	—72
Sunflower } not reported	.....	3,187,000	....
Perilla } separately	.....	6,144,000	....
Fish Oils			
Cod and Codliver	7,773,000	8,391,000	+ 9
Menhaden	9,674,000	13,151,000	+36
Whale	126,718,000	77,932,000	—39
Herring	74,997,000	94,255,000	+26
Animal Fats			
Lard, neutral	2,085,000	1,546,000	—26
Lard	51,035,000	42,784,000	—16
Tallow, Edible	5,059,000	4,359,000	—14
Tallow, Inedible	163,365,000	185,608,000	+13
Greases			
White	10,280,000	8,873,000	—14
Yellow	12,393,000	13,491,000	+ 9
Brown	21,310,000	12,731,000	—40
Garbage	21,701,000	13,171,000	—40
Tankage	7,259,000	5,011,000	—31
Other Products			
Lard compounds	24,751,000	26,265,000	+ 6
Hydrogenated Oils	27,269,000	20,715,000	—24
Oleo Oil	4,763,000	5,923,000	+24
Stearine, animal, edible	4,582,000	4,145,000	—10
Stearine, inedible	7,387,000	2,756,000	—63
	Tons of 2,000 lbs.		
Cottonseed	1,409,601	1,328,607	—57
Copra	25,106	28,084	+12
Soybeans	64,786	41,723	—36
Flaxseed	104,192	87,384	—16
Castor Beans	8,265	6,976	—16

Source—U. S. Bureau of the Census, compiled by E. L. Thomas.

—o—

Form New Diamond Cleanser & Soaps, Ltd.

Diamond Cleanser & Soaps, Limited, Toronto, Canada, a new corporation, was formed in January and has taken over the business of Diamond Cleanser, Limited, founded in 1908. It had been considered for some time that the activities of the organization were not sufficiently expressed to the buying public by the old name. The company has two plants in Toronto, one for the production of a full line of institutional and household cleansing products in bulk and package form, and a second which was opened in 1930 for the manufacture of a line of laundry, textile and institutional soaps. The two plants will be continued by the new company, manufacturing some thirty lines. F. C. Kelk and T. Harbron, the principals of the old company, will continue joint control and management of the new firm. Headquarters of the company are at 376 Dufferin St., Toronto.

—o—

R. H. Coleman, for some time in charge of dry color and pigment advertising for E. I. DuPont De Nemours & Co., has been appointed advertising manager of the Organic Chemicals Department, succeeding Paul Collins. Among other products, this department handles the advertising of paradichlorbenzene and aromatic chemicals.

New Patents

Conducted by
Lancaster, Allwine & Rommel
Registered Attorneys
PATENT AND TRADE-MARK CAUSES
815 15th St., N. W., Washington, D. C.

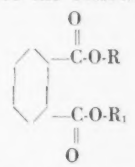
Complete copies of any patents or trade-mark registrations reported below may be obtained by sending 25c for each copy desired to Lancaster, Allwine and Rommel. Any inquiries relating to Patent or Trade-Mark Law will also be freely answered by these attorneys.

No. 1,894,096, Soap Product and Method of Making Same, Patented January 10, 1933, by Joseph Hidy James, Pittsburgh, Pa., assignor to Clarence P. Byrnes, trustee, Sewickley, Pa. As a new article of manufacture, a soap formed by saponification of a fraction of a liquid product of the partial oxidation of hydrocarbons.

No. 1,894,207, Detergent Composition, Patented January 10, 1933, by Maurice Craig Taylor, Niagara Falls, N. Y., assignor to Mathieson Alkali Works, Inc., New York, N. Y. A detergent salt mixture forming in water a solution containing a water soluble detergent and a bactericide, the detergent being at least equal in amount to the amount of the bactericide, the mixture comprising a water soluble detergent alkali metal salt of an acid forming an insoluble calcium salt and a minor proportion, with respect to the alkali metal salt, of a stable calcium hypochloride.

No. 1,894,539, Composition for Disinfecting and Bleaching and Method of Making the Same, Patented January 17, 1933, by Hans Mirau, Radebeul, Germany, assignor to Chemische Fabrik Von Heyden, A. G. Radebeul near Dresden, Germany. The method of preparing dry and stable mixtures containing aromatic sulfodihalogen amides for disinfecting, bleaching and the like processes from aromatic sulfodihalogen amides, the process consisting in adding to an aromatic sulfodihalogen amide a dry alkali metal hydroxide and embodying into the mixture of aforesaid substances a water soluble salt inert to the other ingredients and to the articles to be treated with the solution of the compositions.

No. 1,894,604, Insectifuge, Patented January 17, 1933, by Vanderveer Voorhees, Hammond, Ind., assignor to Standard Oil Company, Chicago, Ill. An insectifuge comprising an ester of the following general formula:



wherein R and R_1 may be the same or different polymethyleneyl radicals.

SOLVAY PRODUCTS

TRADE MARK REG. U. S. PAT. OFF.

SODA ASH

CAUSTIC SODA

LIQUID CHLORINE

Contract or Spot Delivery

In tank cars and multiple unit cars.

Write for Prices

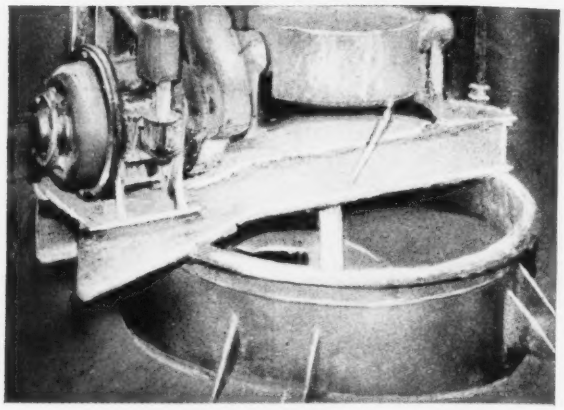
SOLVAY SALES CORPORATION

Alkalies and Chemical Products Manufactured by The Solvay Process Company

61 BROADWAY NEW YORK

Boston Syracuse Chicago Indianapolis Cleveland Cincinnati Pittsburgh Detroit Philadelphia Kansas City St. Louis

CLEARER SILICATE BETTER SOAP



"STANDARD" Silicate of Soda stands out in front—with *clarity*—with a higher quality rating. It has proven itself in the batch because *first* proven in the laboratory—then followed through by keen factory control. It is *Uniform!*

Make use of these accurate specifications—these precision methods—that meet and *repeat* the ideals of every good Soapmaker.

Specify

STANDARD

SILICATE OF SODA

"Make it Your Standard"

STANDARD SILICATE COMPANY

CINCINNATI · OHIO

OFFICE • 414 Frick Building, Pittsburgh, Pa.

FACTORIES:

Cincinnati, O. Lockport, N. Y. Marseilles, Ill. Jersey City, N. J.

4 FACTORIES 4 BETTER SERVICE

Say you saw it in SOAP!

CONTRACTS AWARDED

The following bids and awards were made in a recent Chicago quartermaster's bidding on various soaps: Laundry soap, Procter & Gamble Distributing Co., 63,000 lbs. at 2.41c, Armour & Co., 9,000 lbs. at 2c, 120 lbs. at 2.22c, 5,760 lbs. at 2.18c, 1,200 lbs. at 2.28c and 180 lbs. at 2.29c; Grit soap, John Sexton & Co., Chicago, 200 cakes at 2.57c, 600 cakes at 2.27c, 1,000 cakes at 2.12c, 300 cakes at 2.48, 600 cakes at 2.52c, 200 cakes at 2.86c, Baby-Glo Soap Co., Washington, 200 cakes at 1.9c, Iowa Soap Co., Burlington, Ia., 2,200 cakes at 1.75c and 200 cakes at 1.85c; Scouring powder, Stevens Soap Corp., Brooklyn, 1,250 lbs. at 1.55c.

—o—

Colgate-Palmolive-Peet Co. was successful bidder on 48,000 bars laundry soap in a recent Brooklyn U. S. Army Quartermaster bidding, with a quotation of 1.75c. Also awarded 2,400 lbs. powdered laundry soap at 4.05c. Solvay Sales Co. awarded 3,000 lbs. washing soda at 1.56c. Sterling Supply Co. awarded 200 lbs. laundry sour at 6.15c. Armour & Co. awarded 8,304 cans scouring soap at 2.25c. Procter & Gamble Distributing Co. awarded 20,900 bars soap at 1.69c and 36,000 cakes toilet soap at 1.69c. Day & Frick awarded 32,000 cartons grit soap at 2.65c. John T. Stanley Co., awarded 375,000 lbs. laundry soap at 2.25c. Stevens Soap Corp. awarded 42,000 lbs. soap powder at 1.52c. Swift & Co. awarded 300 lbs. laundry soap at 2c.

—o—

Blockson Chemical Co., Joliet, Ill., were awarded the contract for 6,500 pounds of tri-sodium phosphate by the Rock Island Arsenal with a bid of 2.65 cents per pound.

—o—

The award for 2,000 one pound air-tight containers of caustic soda, for the Augusta, Ga., Ordnance Depot, went to the E. Myers Lye Co. with a low bid of 5.81 cents per pound. Other bids included Buckeye Soda Co., 6.5 cents, B. T. Babbitt, Inc., 7 cents and Samuel Lewis Co., 7.7 cents.

—o—

Crystal Soap & Chemical Co., Philadelphia, have been awarded a contract for 2,000 one pound cakes of leather soap, at 5.9 cents per pound, by the Augusta, Ga., Ordnance Depot. Kranich Soap Co., Brooklyn, bid 6.9 cents.

—o—

Swann Chemical Co. was low bidder on 1,200 lbs. sodium metasilicate for the U. S. Government Printing Office in a recent bidding, with a quotation of 3.3c.

Newell-Gutradt Company, San Francisco, has been awarded the State of California contract for the second quarter of 1933, including 50,000 pounds of laundry soap, 25,000 pounds of floating soap, and a quantity of salt-water soap.

—o—

Eastern Sales Co., New York, has been awarded a contract for seven 55-gal. drums of floor liquid to be supplied to the quartermaster at West Point, N. Y., the price quoted being $1.69.

—o—

Stokes & Smith, Co., Philadelphia, manufacturers of packaging machinery, have issued a four page folder illustrating their various machines, also the type of packages being handled. The folder is really a condensed catalog of Stokes & Smith's packaging machinery. Copies may be secured by addressing the company at Summerdale Station.

—o—

Ungerer & Co., New York, have issued a new 16 page catalog of their Vidal-Charvet Specialties of synthetic perfuming materials. The booklet gives full description and prices of 36 products chiefly for toilet goods, cosmetics, etc.

—o—

Davidson Commission Co., Chicago, has issued its annual compilation of record high and low prices of fats, oils and by-products over the past ten years.

—o—

Imports of castile soap into the United States during December, 1932, totaled 125,620 lbs., worth $9,437, totals for the year being 1,770,119 lbs., worth $137,-810. Imports of dutiable toilet soap aggregated 176,-530 lbs. worth $47,759, in December, and 1,252,254 lbs., valued at $314,885, in the twelve-month period.

—o—

In the Euro-American Corp. of Newark, N. J., fraudulent bankruptcy case, tried recently in U. S. Court, Minos K. Ziongas and Pericles Ziongas were sentenced Feb. 16 to serve two years in Atlanta to run concurrently with five year sentences in the Mercer Merchandise Co. case. Jules M. Russo was given a two year suspended sentence and placed on probation. Jesse Weinberg was given one year in Atlanta. Harris B. Reisler was given seven months. Elkan B. Marks, Louis Aldrotty, Isidore Silberman, and Max Kushner were placed on probation.

Market Report on

ESSENTIAL OILS AND AROMATICS

As of March 8, 1933

PRICES have shown a tendency to flatten out, during the past month, with few marked changes either up or down. The banking situation, with the attendant possibility of the country going off the gold standard, has had a general strengthening effect on the market. The trade looked for a ten to thirty per cent rise, until the gold standard appeared secure, the outlook at present being for more stable prices. Routine orders have been filled this week at prices prevailing before the moratorium set in. Orders for any unusual quantities have either found no sellers or have faced quotations high enough to discourage placing the business.

Anise Oil

A decline was noted in this item, due principally to increased imports and more liberal offerings from China.

Bergamot Oil

With the absorption of most of the poor quality oil, offered early in the year, this market has become steadier, although prices remain unchanged from previous levels.

Citronella Oil

The market for Ceylon oil is firmer, on higher cables from abroad, Java eased off, during the period, on lack of demand.

Geranium Oil

Reports from producing centers, indicating a somewhat lighter crop than usual for the coming season, have had a steadying effect on the spot situation.

Lavender Oil

Although the crop situation appears promising it is too early for this to exert pressure on the New York market. There have been few changes in quotations, a wide range being available according to the quality demanded by the buyer.

Sandalwood Oil

Although the demand has been steady, keen competition has forced prices lower.

—o—

H. Schlienger of Bertrand Freres, Grasse, France, producers of natural flower products, is visiting his firm's representatives in this country and in Canada—P. R. Dreyer, Inc.

—o—

A pamphlet has recently been issued by Dodge & Olcott Co., New York, essential oils, giving a description of various types of citrus oils. Copies are available upon application, mentioning the name of *Soap.*

Andre Firmenich of M. Naef & Co., Geneva, Switzerland, manufacturers of synthetic aromatics and perfuming specialties, arrived in New York on Feb. 28 for a two months stay, during which time he will make his headquarters with Ungerer & Co., New York, American representatives for Naef. He will make a tour of the United States with Ungerer representatives of the various sections. He is the eldest son of Frederick Firmenich, head of the house. His last visit was in 1931.

—o—

Michigan Toiletries Assn. Meets

The Michigan Toiletries and Extract Association held its second monthly meeting at the Masonic Temple, Detroit, early in February. President pro tem Maison G. de Navarre called the meeting to order, and appointed C. R. Rollings, of the Seely Mfg. Co. as acting secretary. The main business of the meeting was the adoption of a constitution and by-laws. Otto Wegner, Nelson Baker & Co., outlined a constitution which was unanimously adopted.

C. R. Rollings was named vice-president and Otto Wegner and A. R. Vicary, Mark W. Allen Co., were elected to the executive committee. Among the new members present were: F. J. Hoxie, Seely Mfg. Co.; E. P. O'Rourke, Owens-Illinois Glass Co.; R. L. Clarke, Hazel-Atlas Glass Co.; Don M. Dickerson Jr., Dickerson Co.; and H. W. Immerman, Bluekamel Mfg. Co.

—o—

S. B. Penick & Company, 132 Nassau St., New York, are in receipt of a widely distributed number of acknowledgements from the trade throughout the country of their recently issued price list and manual. This booklet carries technical information, briefly summarized, covering more than 800 botanical products used in the drug, insecticide, and allied industries, and is issued periodically by this firm. It is available upon request to any manufacturer or wholesaler. S. B. Penick & Co. does not sell to the retail trade.

—o—

Among those products which must contain a minimum of 50 per cent of British Empire materials and labor to qualify for imperial preference import duties are toilet soaps, tooth pastes, mouth washes, creams, and other toilet goods and cosmetics.

—o—

Joseph Turner & Co., New York, chemical dealers, have been appointed eastern distributors for the Colonial Salt Co., Akron, Ohio.

Market Report on

SOAP AND DISINFECTANT CHEMICALS

(*As of March* 8, 1933)

NEW YORK—The general markets for chemicals, rosins, etc., reflected the uncertainty of buyers to make additional commitments at the close of the period owing to the uncertain financial situation throughout the country. There was some talk of mild inflation and the possibility of prices moving higher as a result of this. In some instances, sellers were just as willing to await developments as buyers, on the ground that there might be some upward movement in prices.

Alkalis

No change in the market for caustic and ash was apparent at the close. Some fairly heavy shipments were reported by manufacturers early in the month, but later consumers were reported to be limiting withdrawals strictly to immediate needs. Alkalis in consumers' hands were stated to be materially reduced. Purchase of potash caustic is continuing on a hand to mouth basis, according to reports. No change in prices.

Naphthalene

Although demand for naphthalene was limited, the market was unusually firm at the new schedule which has been in effect this year. Visible supplies are not great in the world's markets, it is stated, and this accounts for the strong undertone in the market.

Rosins

Arrivals at coast points continued small during the period. At the same time, demand was of a very limited character, generally indicated for immediate needs. Interior stocks are said to be considerably reduced this month. Prices showed a decline in the lighter grades over the month with little or no change in the darker qualities. No change in wood rosins.

Glycerin

A quiet market with both buyers and sellers marking time still continued to characterize glycerin trading. Sellers are reported to be holding firm to their last quoted prices with little inclination to meet lower bids.

—o—

Cutting down the quantity of soap used in dry cleaning operations as a means of economy, is condemned in the February issue of the *Cleaning and Dyeing World*. The publication states that "this takes its toll in the form of lost patronage and prestige." The magazine goes on to advise cutting of non-essentials if necessary, but under no conditions jeopardizing the quality of work by skimping on soap.

"One-Third Of Your Market" is the running caption of a year's magazine campaign to manufacturers and advertising men by "The Farmer's Wife" (Webb Publishing Co., St. Paul) beginning in March and April. The campaign, which appears in a group of advertising and trade publications, and in "Fortune" Magazine, emphasizes such facts as that the rural housewife represents over 10,000,000, homes; that she buys for ⅓ of the nation's population; that she comprises so large a part of the market for drugs, foods, and other family and household merchandise, even under present conditions that she must not be ignored. The advertisements are being prepared by the Minneapolis office of Erwin, Wasey and Company.

—o—

Iowa Soap Business Best in 1932

With the regular six per cent dividend on both common and preferred stock issues declared, officials of the Iowa Soap Company, Burlington, Iowa, stated at their recent annual meeting that business of the company had been the largest in its history for the year 1932. Reports indicated that production had exceeded 1,200 carloads. Homer Banta was elected president at the annual directors meeting which followed the meeting of stockholders. F. Albert Klein was named vice-president, and E. O. Matsch, secretary-treasurer. The officers, with Milton Blaul and C. E. Sawyer, constitute the board of directors.

—o—

Australian Soaps Profit Declines

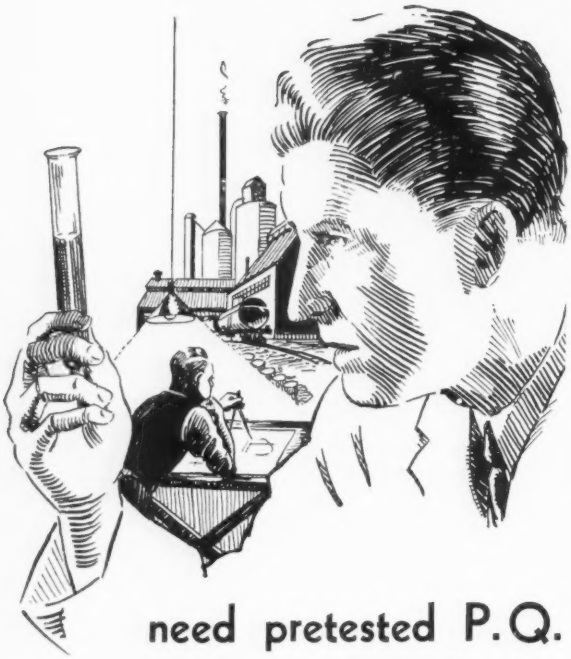
Operations at the factory opened in Melbourne a few months ago by Australian Soaps, Ltd., of Sydney, are reported by the directors to have proved very satisfactory. The company is a merger of Alston Soap & Candle Manufacturing Co., Ltd., Upton's, Ltd., and M. Riordan & Sons, Ltd., old-established Australian soap concerns.

The capital of this soap combine is £219,509 ($1,097,545). There is a reserve of £16,273 for depreciation, and liabilities, apart from those to stockholders, are £26,988 ($134,940). Including a goodwill item of £13,351, the assets total £257,208 ($1,286,040). The directors' report states that substantial savings have been effected.

—o—

Exports of toilet and fancy soaps from United States during the twelve months of 1932 aggregated 4,617,992 lbs., worth $708,381, shipments during December being 367,249 lbs., valued at $60,117. Exports of laundry soap during 1932 totaled 22,956,855 lbs., priced at $1,215,200, the totals for December being 1,014,026 lbs., priced at $37,968.

UNIFORM QUALITY SOAPS



need pretested P.Q.
Silicates of Soda

SAFEGUARD the quality of your soaps with P.Q. Silicates. The satisfaction you receive from the use of P.Q. Silicate year in and year out arises from its uniform constant quality.

From test tube to tank car, P.Q. keeps a watchful eye on the silicate of soda rolling to you. Raw materials are analyzed, then the finished silicate is tested and checked. Each tank car or truck, when shipped, is sampled and tested to be sure the established standards have been met.

This tireless vigilance has earned P. Q. Silicate a reputation for dependability that has been known to soap makers for more than three-quarters of a century.

PHILADELPHIA QUARTZ CO.
General Offices and Laboratory
121 S. THIRD ST., PHILADELPHIA
Chicago Sales Office
205 W. Wacker Drive

REG. U. S. PAT. OFF.

Sold in Canada By
NATIONAL SILICATES LTD.
Brantford, Ontario

RED OIL — STEAR-IC ACID — TALLOWS

Controlled Production:—

We collect, render and refine all of the raw materials used in our stearic acid and red oil. This close control, not available in any other brand, insures high quality products by eliminating low grade raw materials. Let us submit samples and prices. There is no substitute for quality. Use them in your

Dry Cleaning Soaps
Shaving Soaps
Special Cleaners
Polishes
Liquid Soaps

FANCY - EXTRA and SPECIAL
TALLOW
Fatty Acids

Theobald Animal By-Products Refinery

KEARNY, N. J.
ESTABLISHED 1914

Market Report on

TALLOW, GREASES AND OILS

As of March 8, 1933

NEW YORK—Although prices of oils and fats showed fractional reductions on last sales the end of last week, as compared with the same period a month ago, the present market cannot be gauged with any degree of accuracy. The banking holiday resulted in a general withdrawal of offerings. Prices mentioned this week have been markedly higher in most instances. Accordingly, the figures carried in the current price quotations on the following page represent conditions at the end of the normal trading period. Up to that time, fractional declines had been recorded in a number of the more important soapmaking fats and oils, including coconut, corn, cottonseed and olive foots, as well as in tallow, and greases. Higher prices are looked for at the conclusion of the moratorium, at least for a short period, especially in tallow and related products. Packers have been unable to purchase livestock, owing to the need for cash payment, and production has accordingly fallen off.

Coconut Oil

Last tank lot sales of Manila oil at the Coast were made at 2⅞ cents, with last spot New York sales at 3 cents. New York offerings were then withdrawn and prices were advanced to 3 cents at the Coast.

Olive Oils

Commercial grades held steady. Foots declined fractionally during the period.

Cottonseed Oil

A further fractional decline in the past month left crude oil at 2⅜ cents to 2⅝ cents per pound for tanks at mills. There were few developments during the period, the changes which took place having been easily influenced by pressure from either side of the market. Offerings held steady, no increases from the South having been noted.

Palm Oil

The market closed without change from the price level of a month ago, although some bulk oil for shipment had been placed during the period at ⅛ cent under the low.

Tallow

At the end of last week a decline of ⅛c. had been registered during the month, leaving city extra at 2 cents, f.o.b. plant. Makers are now asking as high as 3 cents and report bids above the figure at which last sales were made. Stock replacement has stopped, owing to the lack of cash for raw material.

The Feb. 25 copra cable to the Department of Commerce stated that the market was weak with prices lower at all excepting one port. At Manila, the price ranged from $1.27 to $1.30 per 100 pounds.

—o—

Hebert Joins J. H. Redding, Inc.

Robert S. Hebert, formerly manager of the vegetable oil department of T. G. Cooper & Co., Philadelphia, has joined J. H. Redding, Inc., New York, that company having acquired the Cooper oil and fat business. The company will continue to operate the other departments of the business at the same address in Philadelphia. In returning to New York, Mr. Hebert renews his association with J. H. Redding, having been with him when he was head of the United Africa Co. Prior to the formation of United Africa, Mr. Redding was president of the Niger Co. and Mr. Hebert managed the palm oil department of African & Eastern Trading Corp. Mr. Redding has been connected with the importation of fats and oils for sixteen years in this country, having come here from England to be with the Niger Co. Mr. Hebert joined African & Eastern in 1919.

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Whale Oil Production 50% Completed

A total of 1,140,200 barrels of whale oil had been produced up to February 2, according to a report from the American Trade Commissioner at Oslo, Norway. This represents more than half of the agreed quota, which was increased about 5 per cent to 2,031,455 barrels early this year. The report states that the catch has been proceeding very satisfactorily. Preliminary work is being done looking toward limiting production again in the next season. A committee of the Norwegian Whaling Association is basing present plans on an increase of ten per cent over the 1932-33 quota.

—o—

A bulk cargo of palm oil consisting of 600,000 pounds, valued at $30,000, consigned to the Colgate-Palmolive-Peet Co. of Toronto, was recently entered at Halifax, N. S. The oil entered Canada free of duty under the recent imperial conference agreement.

—o—

The duty on crude sperm oil has been reduced from 10 to 5 cents per gallon, the President having accepted a report from the Tariff Commission recommending this reduction. The same report also suggested a reduction in the duty on spermaceti wax from 6 to 3½c per pound. There will be no change in the refined sperm oil duty, this standing at 14 cents per gallon.

for your soap products—

STAUFFER BRAND

Caustic Soda

"STAUFFER BRAND" Caustic Soda can be supplied either solid or liquid, in drums or tank cars. It is uniform, pure and worth while using in your soap products. Send your next Caustic Soda inquiry to us.

also makers of **Carbon Tetrachloride** *for cleaners*

STAUFFER CHEMICAL COMPANY

Plants
Niagara Fall, N. Y.
Los Angeles, Cal.

Office
420 Lexington Ave.
New York City

Terpineol, C. P.

Water White—Fine Odor—One of the Best Low Cost Odors for Soaps, Fly Sprays, Deodorizing Blocks, etc.

Menthol Crystals

Synthetic

White Crystals with Fine Natural Odor for mentholated shaving creams, soaps, shampoos, lotions, creams

Thymol U.S.P.
Prime White Crystals

Camphor
Synthetic

Products of SCHERING-KAHLBAUM, A. G., Berlin

SHERKA CHEMICAL CO., INC.

New Address: 75 WEST STREET, NEW YORK, N. Y.
Telephone: BOwling Green—9-7482

Sole Importers for the U. S. A.

Say you saw it in SOAP!

CURRENT PRICE QUOTATIONS

As of March 8, 1933

Minimum Prices are for car lots and large quantities. Price range represents variation in quotations from different suppliers and for varying quantities.

Chemicals

Acetone, C. P., drums	lb.	.08½	.10
Acid, Boric, bbls., 99½%	ton	95.00	100.00
Cresylic, 97% dk., drums	gal.	.37	.40
97-99%, pale, drums	gal.	.42	.45
Oxalic, bbls.	lb.	.11	.11¼
Adeps Lanae, hydrous, bbls.	lb.	.14	.15
Anhydrous, bbls.	lb.	.15	.16
Alcohol, Ethyl, U. S. P., bbls.	gal.	2.45	2.59
Complete Denat., No. 5, drums., ex.	gal.	.38½	.46¼
Alum. potash lump	lb.	.03	.03¼
Ammonia Water, 26°, drums, wks.	lb.	.02½	.02¾
Ammonium Carbonate, tech., bbls.	lb.	.08	.12½
Bleaching Powder, drums	100 lb.	1.75	2.35
Borax, pd., cryst., bbls., kegs	ton	50.00	55.00
Carbon Tetrachloride, car lots	lb.	—	.06¼
L. C. L.	lb.	.06½	.07
Caustic, see Soda Caustic, Potash Caustic			
China Clay, filler	ton	10.00	25.00
Cresol, U. S. P., drums	lb.	.09	.10
Creosote Oil tanks	gal.	.11½	.12½
Feldspar (200 to 325 mesh)	ton	14.00	15.50
Formaldehyde, bbls.	lb.	.06	.07
Fullers Earth	ton	15.00	24.00
Glycerine, C. P., drums	lb.	.10¼	.10½
Dynamite, drums	lb.	.07½	.08½
Saponification, tanks	lb.	.05	.05½
Soaps, Lye, tanks	lb.	.04½	.05
Hexalin, drums	lb.	—	.30
Kieselguhr, bags	ton	—	35.00
Lanolin, see Adeps Lanae.			
Lime, live, bbls.	per bbl.	1.70	2.20
Mercury Bichloride, kegs	lb.	.93	1.08
Naphthalene, ref. flakes, bbls.	lb.	.04¾	.06
Nitrobenzene (Myrbane) drums	lb.	.09½	.11
Paradichlorbenzene, bbls., kegs	lb.	.15	.23
Paraformaldehyde, kegs	lb.	.38	.39
Petrolatum, bbls. (as to color)	lb.	.01⅞	.06¾
Phenol, (Carbolic Acid), drums	lb.	.14¼	.16
Pine Oil, bbls.	gal.	.59	.65
Potash, Caustic, drums	lb.	.06⅛	.06⅜
Flake	lb.	.07	.08
Potassium Bichromate, casks	lb.	.08	.08½
Pumice Stone, powd.	100 lb.	2.50	4.00
Rosins (600 lb. bbls. gross for net)—			
Grade B to H, basis 280 lbs.	bbl.	2.75	4.00
Grade K to N	bbl.	4.30	5.00
Grade WG and WW	bbl.	5.10	5.20
Wood	bbl.	3.43	3.63
Rotten Stone, pwd. bbls.	lb.	.02½	.04½
Silica, Ref., floated	ton	18.00	22.00
Soap, Mottled	lb.	.03½	.04
Olive Castile, bars	lb.	.09	.12
powder	lb.	.17	.22
Olive Oil Foot	lb.	.04½	.06
Powdered White, U. S. P.	lb.	.10	.12
Green, U. S. P.	lb.	.06	.08
Tallow Chips	lb.	.05	.06
Whale Oil, bbls.	lb.	.04	.04½
Soda Ash, contract, wks., bags, bbls.	100 lb.	1.17½	1.43
Car lots, in bulk		—	1.05
Soda Caustic, Cont., wks., sld.	100 lb.	—	2.55
Flake	lb.	—	2.95
Liquid, tanks	lb.	2.15	2.20
Soda Sal., bbls.	100 lb.	1.05	1.15
Sodium Chloride (Salt)	ton	11.40	14.00
Sodium Fluoride, bbls.	lb.	.07½	.08½
Sodium Hydrosulphite, bbls.	lb.	.22	.26
Sodium Silicate, 40 deg., drum, 100 lb.		.75	.80
Drums, 60 deg. wks.	100 lb.	—	1.65
In tanks, 15c. less per hundred, wks.			
Tar Acid Oils, 15-25%	gal.	.21	.25
Trisodium Phosphate, bags, bbls.	lb.	.03	.0390
Zinc Oxide, lead free	lb.	.06	.06¼
Zinc Stearate, bbls.	lb.	.16	.18

Oils—Fats—Greases

Castor, No. 1, bbls.	lb.	.09	.10
No. 3, bbls.	lb.	.08¾	.09½
Coconut			
Ceylon, Coast Tanks	lb.	.02⅝	.02¾
Cochin, barrels, N. Y.	lb.	.04½	.04¾
Manila, tanks, N. Y.	lb.	.03	.03⅛
Tanks, Pacific Coast	lb.	.02⅝	.02¾
Cod, Newfoundland, bbls.	gal.	.19	.22
Copra, bulk, Coast	lb.	—	.0165
Corn, tanks, mills	lb.	.02⅞	.03
Bbls., N. Y.	lb.	.05¼	.05½
Cottonseed, crude, tanks, mill	lb.	.02⅜	.02⅝
PSY	lb.	—	.03½
Degras, Amer., bbls.	lb.	.02½	.03¾
English, bbls	lb.	.03⅝	.03⅞
German, bbls	lb.	.02⅞	.03½
Neutral, bbls.	lb.	.06½	.08½
Greases, choice white, bbls., N. Y.	lb.	.02⅛	.03⅛
Yellow	lb.	.01¾	.02
House	lb.	.01¾	.02
Lard, prime, steam, tierces	lb.	.04	.04¼
Compound tierces	lb.	.05½	.05¾
Lard Oil,			
Extra, bbls.	lb.	—	.06½
Extra, No. 1, bbls.	lb.	—	.06
No. 2, bbls.	lb.	—	.05¾
Linseed, raw, bbls., spot	lb.	.0720	.0760
Tanks, raw	lb.	—	.0660
Boiled, 5 bbls. lots	lb.	—	.0840
Menhaden, Crude, tanks, Balt.	gal.	.09	Nom.
Oleo Oil, No. 1, bbls., N. Y.	lb.	—	.05⅝
No. 2, bbls., N. Y.	lb.	—	.04¾
Olive, denatured, bbls., N. Y.	gal.	.56	.58
Foots, bbls., N. Y.	lb.	.03⅝	.03⅞
Palm	lb.	.02⅜	.02¾
Palm Kernel, casks, denatured	lb.	.04¼	Nom.
Peanut, domestic tanks	lb.	.03¼	.03⅜
Red Oil, distilled, bbls.	lb.	.06	.06⅝
Saponified, bbls.	lb.	.06	.06⅝
Tanks	lb.	—	.05
Soya Bean, domestic tanks, N. Y.	lb.	—	.0370
Stearic Acid			
Double pressed	lb.	.08	.08½
Triple pressed, bgs.	lb.	.10¾	.11¼
Stearine, oleo, bbls.	lb.	.03½	.03¾
Tallow, special, f. o. b. plant	lb.	—	.01⅞
City, ex. loose, f. o. b. plant	lb.	—	.02
Tallow, oils, acidless, tanks, N. Y.	lb.	—	.05
Bbls., c/l, N. Y.	lb.	—	.05½
Whale, nat. winter, bbls., N. Y.	gal.	.51	.53
Blchd., winter, bbls., N. Y.	gal.	.54	.55
Extra blchd., bbls., N. Y.	gal.	.57	.58

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76% Na_2O
Solid – Flake
Ground – Liquid

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SODA ASH
58% Na_2O
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Cottonseed Soapstock **Boiled-down Cottonseed Soap**

Neatsfoot Oil
Coconut Oil
Cottonseed Oil
Palm Kernel Oil
Stearic Acid
Oleo Stearine
Soya Bean Oil
Palm Kernel Oil (English or German Denatured)
Rapeseed Oil (Undenatured)
Castor Oil
Sesame Oil
Lard Oil
Palm Oil
Corn Oil
Peanut Oil
Grease (Anima!)
Tallow
Red Oil
Soap Colors
Chlorophyll
Soda Ash
Sal Soda
Talc
Trisodium Phosphate
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Bath Powder
Modified Soda
Caustic Soda
Silicate of Soda
Meta Silicate and Metso

Superfatting Neutralizing Agents

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As of March 8, 1933

Essential Oils

Almond, Bitter, U. S. P.	lb.	$2.25	$2.50
Bitter, F. F. P. A.	lb	2.50	2.75
Sweet, cans	lb	.37	.40
Apricot, Kernel, cans	lb.	.20	.22
Anise, cans	lb.	—	—
U. S. P., cans	lb.	.30	.34
Bay, tins		1.30	1.70
Bergamot, coppers	lb	1.35	1.65
Artificial	lb.	1.10	1.25
Birch Tar, rect., bot.	lb.	.45	.50
Crude, tins	lb.	.12	.13
Bois de Rose, Brazilian	lb	.92	1.00
Cayenne	lb	1.90	2.10
Cade, cans	lb.	.24	.27
Cajuput, native, tins	lb.	.48	.50
Calamus, bot.	lb.	2.75	3.00
Camphor, Sassy, drums	lb	.10	.12
White, drums	lb.	.10	.12
Cananga, native, tins	lb.	1.50	1.70
Rectified, tins	lb.	2.10	2.25
Caraway Seed	lb.	1.35	1.45
Cassia, Redistilled, U. S. P.	lb.	.76	.82
drums	lb.	—	.74
Cedar Leaf, tins	lb.	.52	.56
Cedar Wood, light, drums	lb.	.24	.30
Citronella, Java, drums	lb.	.43	.45
Citronella, Ceylon, drums	lb.	.32	.34
Cloves, U. S. P., cans	lb.	.69	.84
Eucalyptus, Austl., U. S. P., cans	lb.	.22	.24
Fennel, U. S. P., tins	lb.	.95	1.00
Geranium, African, cans	lb.	4.00	5.00
Bourbon, tins	lb.	4.00	4.50
Hemlock, tins	lb.	.70	.75
Lavender, U. S. P., tins	lb.	1.45	2.75
Spike, Spanish, cans	lb.	.48	.60
Lemon, Ital., U. S. P.		.70	1.00
Lemongrass, native cans	lb.	.40	.44
Linaloe, Mex., cases	lb.	1.15	1.35
Neroli, Artificial	lb.	10.00	20.00
Nutmeg, U. S. P., tins	lb.	.80	.90
Orange, Sweet, W. Ind., tins	lb.	1.00	1.10
Italian cop.	lb	1.00	1.50
Distilled	lb.	.40	.45
Origanum, cans, tech.	lb.	.25	.40
Patchouli	lb	2.90	4.00
Pennyroyal, dom.	lb.	1.70	1.80
Imported	lb.	1.10	1.25
Peppermint, nat. cases	lb	1.70	1.80
Redis., U. S. P., cases	lb	1.95	2.05
Petit Grain, S. A., tins	lb	.88	.95
Pine Needle, Siberian	lb.	.58	.63
Rose, Natural	oz.	6.00	15.00
Artificial	oz.	2.00	2.75
Rosemary, U. S. P., tins	lb.	.27	.30
Tech., lb. tins	lb.	.22	.25
Sandalwood, E. Ind., U. S. P.	lb.	5.30	5.75
Sassafras, U. S. P.	lb	.65	.80
Artificial	lb.	.15½	.18
Spearmint, U. S. P.	lb.	.90	1.00
Thyme, red, U. S. P.	lb.	.50	.65
White, U. S. P.	lb.	.60	.70
Vetivert, Bourbon	lb.	4.25	5.00
Java	lb.	16.00	20.00
Ylang Ylang, Bourbon	lb.	3.50	5.50

Aromatic Chemicals

Acetophenone, C. P.	lb.	$1.50	$2.25
Amyl Cinnamic Aldehyde	lb.	3.50	4.25
Anethol	lb.	.90	1.00
Benzaldehyde, tech.	lb.	.60	.65
U. S. P.	lb.	1.10	1.35
Benzyl, Acetate	lb	.60	.95
Alcohol	lb.	.70	1.15
Citral	lb.	1.75	2.40
Citronellal	lb.	1.75	2.50
Citronellol	lb.	2.25	3.50
Citronellyl Acetate	lb.	4.50	7.00
Coumarin	lb.	3.10	3.30
Cymene, drums	gal.	.90	1.25
Diphenyl oxide	lb.	1.05	1.20
Eucalyptol, U. S. P.	lb.	.55	.65
Eugenol, U. S. P.	lb.	2.00	2.50
Geraniol, Domestic	lb.	1.25	2.00
Imported	lb.	2.00	3.25
Geranyl Acetate	lb.	2.50	4.00
Heliotropin, dom.	lb.	2.00	2.50
Imported	lb.	2.50	4.00
Hydroxycitronellal	lb.	3.50	9.00
Indol, C. P.	oz.	2.00	3.00
Ionone	lb.	3.60	6.50
Iso-Eugenol	lb.	3.00	5.00
Linalool	lb.	1.65	2.00
Linalyl Acetate	lb.	2.10	3.15
Menthol	lb.	3.00	3.10
Methyl Acetophenone	lb.	2.50	3.00
Anthranilate	lb.	2.10	2.25
Paracresol	lb.	4.50	6.00
Salicylate, U. S. P.	lb.	.40	.45
Musk Ambrette	lb.	6.00	7.00
Ketone	lb.	5.50	6.50
Moskene	lb.	5.00	6.00
Xylene	lb.	2.00	2.50
Phenylacetaldehyde	lb.	4.00	6.50
Phenylacetic Acid, 1 lb., bot.	lb.	3.00	4.00
Phenylethyl Alcohol, 1 lb. bot.	lb.	4.25	4.50
Rhodinol	lb.	6.00	9.50
Safrol	lb.	.19	.21
Terpineol, C. P., 1,000 lb. drs.	lb.	.27	.29
Cans	lb.	.31	.32
Terpinyl Acetate, 25 lb. cans	lb.	.75	.90
Thymol, U. S. P.	lb.	1.20	1.35
Vanillin, U. S. P.	lb.	4.50	5.75
Yara Yara	lb.	1.30	2.00
Insect powder, bbls.	lb.	.17	.21
Concentrated Extract			
5 to 1	gal.	1.30	1.60
15 to 1	gal.	3.35	3.75
20 to 1	gal.	5.20	5.40
30 to 1	gal.	7.25	7.50
Gums—			
Arabic, Amb. Sts.	lb.	.06	.06½
White, powdered	lb	.09	.12
Karaya, powdered No. 1	lb.	.09	.12
Tragacanth, Aleppo, No. 1	lb.	.70	.75
Sorts	lb.	.07	.08
Waxes—			
Bayberry, bgs.	lb	.14	.15
Bees, white	lb.	.30	.33
African, bgs.	lb.	.13	.14
Refined, yel.	lb.	.20	.30
Candelilla, bgs.	lb.	.10	.11
Carnauba, No. 1	lb.	.22	.23
No. 2, Yel.	lb.	.21	.22
No. 3, Chalky	lb.	.12	.13
Japan, cases	lb.	.05¾	.06
Paraffin, ref. 125-130	lb.	.03⅜	.04⅛

Caustic Soda

High Grade—Solid or Liquid Form

Carbon Tetrachloride

Redistilled—water white—supplied also in combination with other solvents to meet individual requirements

Tri-Sodium Phosphate

Fine granular and powdered. Free-flowing and non-caking

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New!

GUNMETAL FINISH STEEL

No. 3C Shipping and Storage Drum

Manufacturers and shippers of liquid, soft and powdered soap products, or other chemicals, will find the new Gunmetal Finish Steel, now being used in the complete line of BENETCO barrels and drums, of vastly superior quality.

Tougher, with glass-smooth surface and no scale to rub or peel off, it provides greater durability, cleaner and more attractive appearance — all at no extra cost to you. We shall be glad to send samples and complete information on request.

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Silver Finish Steel for Small Containers

Say you saw it in SOAP!

American Soapers in England

(*From Page* 18)

reason to suppose they will not be eventually successful.

More than one high-class firm and in particular that of Vickers-Armstrong once famous for battleships and armour-plate, is now engaged in the production of heavy soap plant equipment. Vickers is understood to be in co-operation with Buhler Brothers, the Swiss engineers who, for many years have been the chief suppliers of milling and other plant to the British soap industry in general, including the Lever combination.

—o—

National Oil Products Co., Harrison, N. J., reports an increase in its net income of approximately 15% during 1932, the company's volume of business and net earnings having shown a good increase in each of the past three years. Credit for this accomplishment is ascribed by C. P. Gulick, head of the company, to continuous scientific research which has made possible the diversification of the application of the company's products.

—o—

T. Shriver & Co., Harrison, N. J., manufacturers of filter presses, have issued a booklet describing the various uses of Shriver Diaphragm Pumps. According to the makers, this is operating with considerable success in a variety of plants producing insecticides, disinfectants, toilet preparations, cleansers, waxes, etc.

Packaging Show

(*From Page* 33)

pack of five cakes made by Hewitt were among the other attractive soap packages. M. C. Pollock, production manager, E. K. Graves, in charge of sales service, and H. J. Eisman, head of package development, were on hand.

FOXON CO., PROVIDENCE, R. I.—Showed a variety of labels, including a new design for moth cakes made by the Mabex Co., Philadelphia. A. K. Paul, president, and J. Adrian and R. N. Anderson, New York representatives, were at the Foxon booth.

CONSOLIDATED PACKAGING MACHINERY CORP., BUFFALO—Exhibited a number of packages handled by their dry filling and capping machines, including a number of products made by manufacturers of soaps and sanitary products.

NATIONAL ADHESIVES CORP., NEW YORK—Samples of various packages presenting an unusual sealing problem were on display in the booth conducted by representatives of the manufacturers of Mikah adhesives.

—o—

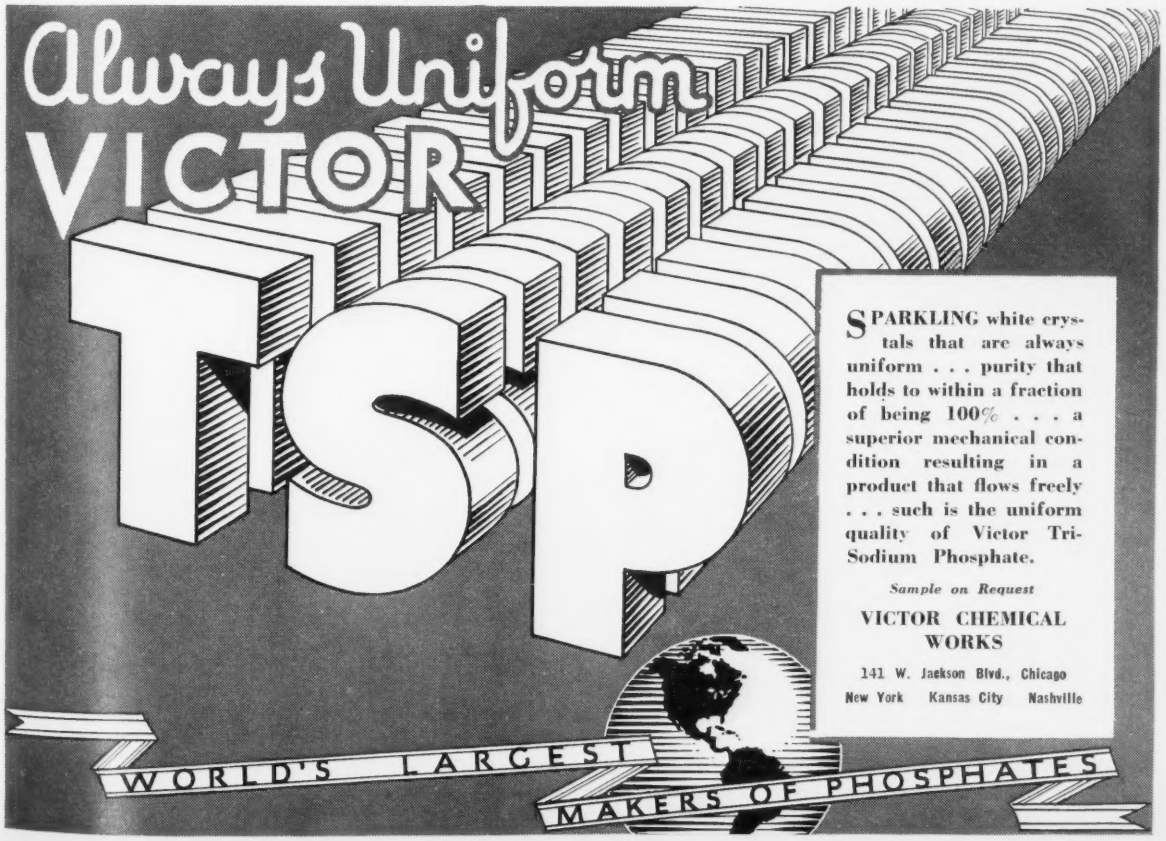
Du Pont Cellophane Co. has recently filed suit against the Sylvania Industrial Corp. in the U. S. District Court for the Eastern District of Virginia, alleging infringement of its "Moisture-proof Cellophane" patents. Officials of the latter concern state that they are prepared to fight the case, and describe the claims of the Du Pont Cellophane Co. as monopolistic.

—o—

Exports of castile soap, from Spain to the United States, dropped to 731,940 pounds, valued at $54,905, in 1932. In the previous year exports totaled 931,560 pounds, valued at $89,768.

—o—

Zonite Products Corp. earned net profit of $563,400 during 1932, as compared with $953,177 in 1931.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TSP
SPARKLING white crystals that are always uniform . . . purity that holds to within a fraction of being 100% . . . a superior mechanical condition resulting in a product that flows freely . . . such is the uniform quality of Victor Tri-Sodium Phosphate.
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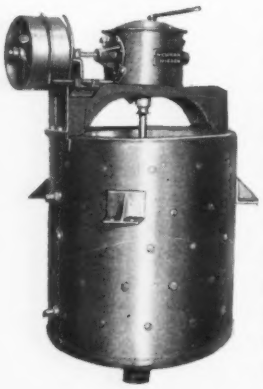
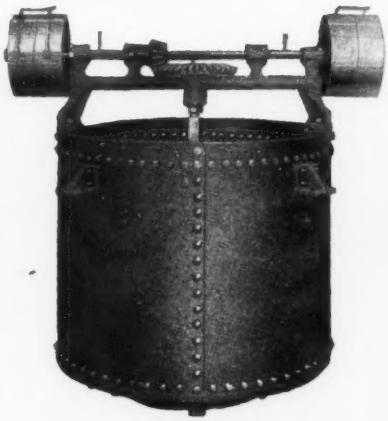
WHEN YOU NEED **SOAP MACHINERY** NEW OR USED

try NEWMAN *first!*

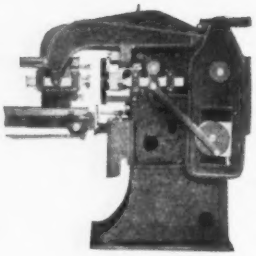
New Soap Crutchers



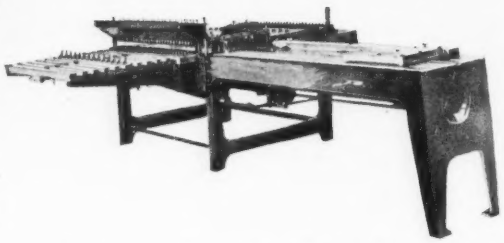
Here are illustrations of two of Newman's brand new all steel, steam jacketed SOAP CRUTCHERS. The CRUTCHER on the left can be used to crutch ANY kind of soap. The CRUTCHER on the right can also be used to crutch any kind of soap but is especially adapted for Crutching laundry soap. These are made in a complete range of sizes. Investigate our equipment and prices before placing your next crutcher order.



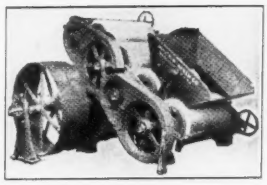
Used Specials



4 JONES AUTOMATIC combination laundry and toilet soap presses. All complete and in perfect condition.



2 Automatic Power Soap Cutting Tables.



H-A SOAP MILL

This 4-roll granite toilet soap mill is in A-1 shape. Latest and largest size rolls.

USED EQUIPMENT

- H-A 1500, 3000, 4000, 5000 lbs. capacity. Steam Jacketed Crutchers.
- Dopp Steam Jacketed Crutchers, 1000, 1200, 1500 lbs. and 800 gals. capacity.
- Ralston Automatic Soap Presses.
- Scouring Soap Presses.
- Empire State, Dopp & Crosby Foot Presses.
- 2, 3, 4, 5 and 6 roll Granite Toilet Soap Mills.
- H-A 4 and 5 roll Steel Mills.
- H-A Automatic and Hand-Power slabbers.

USED EQUIPMENT

- Sperry Cast Iron Square Filter Presses, 10, 12, 18, 24, 30 and 36 inch.
- Perrin 18 inch Filter Press with Jacketed Plates.
- Gedge-Gray Mixers, 25 to 6000 lbs. capacity, with and without Sifter Tops.
- Day Grinding and Sifting Machinery.
- Schultz-O'Neill Mills.
- Day Pony Mixers.
- Gardiner Sifter and Mixer.
- Proctor & Schwartz large roll Soap Chip Dryers complete.

USED EQUIPMENT

- Proctor & Schwartz Bar Soap Dryers.
- Blanchard No. 10-A and No. 14 Soap Powder Mills.
- J. H. Day Jaw Soap Crusher.
- H-A 6, 8 and 10 inch Single Screw Plodders.
- Allbright-Nell 10 inch Plodders.
- Filling and Weighing Machines for Flakes, Powders, etc.
- Steel Soap frames, all sizes.
- Steam Jacketed Soap Remelters.
- Automatic Soap Wrapping Machines.
- Glycerin Evaporators, Pumps.

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933

Oil-Fat-Soap

PRODUCTION SECTION

A section of SOAP devoted to the technology of oils, fats, and soaps, published prior to Jan. 1, 1932, as a separate magazine under the title, *Oil & Fat Industries.*

Bleaching Packing House Greases

A Comparison of Results with Activated Carbon, Fuller's Earth, and Varying Mixtures of the Two

BY LLOYD A. HALL

THIS work was undertaken to compare the efficiency of fuller's earth and activated carbon for bleaching packing house by-product fats and greases. It is known that considerable work has been done on the subject, possibly in more detail than the writer has been in a position to undertake. However, we believe the results given herewith may be of some assistance to investigators interested in the problem of working out further improvements in bleaching by-product fats and greases.

Experimental: The experimental work was performed on laboratory scale. In each experiment, three pounds of sample were weighed into a ten pound lard pail and then heated on an electric hot plate. Air agitation was used until the sample had been heated to the specified temperature and for the definite time desired. A small laboratory filter press was used. The fuller's earth, except where specifically stated was Arkansas earth, a natural silicate, principally iron silicate, having a greenish-gray color. The activated carbon was a commercial variety of edible oil quality. The bleaching agent in each experiment was not added until the required minimum temperature had been reached.

Discussion of Results: Most packing-house greases are bleached at a temperature of 165 to 170° F. using as the bleaching agent ½ to 3 per cent of fuller's earth (lard of a good grade requires approximately 1½ per cent of fuller's earth to make it snow white). The material to be bleached is heated by means of steam coils and a current of air is forced through the grease. The object of heating and blowing with air is to dry the grease and this is very essential since fats and greases will not bleach readily, if at all, in the presence of moisture.

If the fuller's earth is moist itself or added to moist fats or greases, it assumes a pasty condition and when pumped with the grease into the filter press it clogs the press. If the temperature of the grease is too low, the coloring matter will not be absorbed by the fuller's earth. As a rule however, the lower the temperature at which the bleach can be carried out the better will be the product. The physical condition of the fuller's earth employed has much to do with the efficiency of the bleaching. It has been found that fuller's earths or clays of essentially the same chemical composition may act radically different in bleaching efficiency.

In the above experiments we have considered the effect of different temperatures at which the bleaching was carried out, time of treatment, agitation of the mixture, and variation in the amount and composition of the two bleaching agents used.

Fuller's earths from different locations have different absorptive powers. It seems to be the consensus of opinion among oil experts that English earth is a trifle better than our domestic varieties. Of the domestic varieties, Florida earth seems to give the best bleaching results. Arkansas earth as before stated was used in these experiments.

The activated carbon used in conducting these experiments is a vegetable carbon containing a very small amount of silica (0.50% and having an alkalinity (calculated as sodium hydroxide) of 0.94%. There were definite traces of chlorides and sulfates present (less than 0.10%) and a small amount of sulfites (0.32%) as sodium sulfite Na_2SO_3). Sodium sulfite

Unbleached B. Grease

These experiments were carried on with unbleached B Grease containing 1.12% Moisture and Volatile Matter.

Exper. No.	Bleaching Agent	Temperature	Time Heated	Results
1. 3 lbs. Unbleached B. Grease	3% Florida Fuller's Earth (Based on weight of Grease used)	180° F.	15 minutes	Good Color
2. 3 lbs. Unbleached B. Grease	2.50% Arkansas Fuller's Earth	175 to 185° F.	10 minutes	Good Color but not equal to 1.
3. 3 lbs. Unbleached B. Grease	4% Arkansas Fuller's Earth	175 to 185° F.	30 minutes	Good Color equal to 1.
4. 3 lbs. Unbleached B. Grease	0.33% Activated Carbon	175 to 185° F.	10 minutes	Fair Color.
5. 3 lbs. Unbleached B. Grease	0.50% Activated Carbon	175 to 185° F.	15 minutes	Fair Color no improvement over 4.
6. 3 lbs. Unbleached B. Grease	Arkansas Fuller's Earth 2.50%—Activated Carbon 0.33%	175 to 185° F.	15 minutes	Excellent Color—creamy white.
7. Bleached Grease from Exper. 2	Activated Carbon 0.25%	185 to 195° F.	15 minutes	No improvement in color.
8. 3 lbs. Unbleached B. Grease	3% Mixture (Activated Carbon 25%—Ark. Fuller's Earth 75%)	185 to 195° F.	15 minutes	Excellent color—creamy white.
9. 3 lbs. Unbleached B. Grease	2% Mixture (Activated Carbon 50%—Ark. Fuller's Earth 50%)	180 to 190° F.	20 minutes	Fair Color.
10. 3 lbs. Unbleached B. Grease	1% Mixture (Activated Carbon 40%—Ark. Fuller's Earth 60%)	180 to 190° F.	30 minutes	Poor color—little improvement.

Unbleached 3 X White Grease

Unbleached 3 X White Grease containing 0.42% Moisture and Volatile Matter was used for the following experiments.

Exper. No.	Bleaching Agent	Temperature	Time Heated	Results
1. 3 lbs. Unbleached 3 X Grease	1% Mixture (Activated Carbon—40%—Ark. Fuller's Earth 60%)	185 to 195° F.	30 minutes	Good color.
2. 3 lbs. Unbleached 3 X Grease	3% Ark. Fuller's Earth	185 to 195° F.	30 minutes	Very good color.
3. 3 lbs. Unbleached 3 X Grease	3% Activated Carbon	185 to 195° F.	30 minutes	Very good color—nearly white.
4. 3 lbs. Unbleached 3 X Grease	3% Mixture (Activated Carbon 25%—Ark. Fuller's Earth 75%)	180 to 190° F.	20 minutes	Very good color—same as in 2 and 3.
5. 3 lbs. Unbleached 3 X Grease	2% Mixture (Activated Carbon 10%—Ark. Fuller's Earth 90%)	185 to 195° F.	15 minutes	Good Color.

Unbleached Edible Tallow

Unbleached edible tallow containing 0.93% Moisture and Volatile Matter was used for the following experiments.

Exper. No.	Bleaching Agent	Temperature	Time Heated	Results
1. 3 lbs. Unbleached Edible Tallow	3% Mixture (Activated Carbon 25%—Ark. Fuller's Earth 75%)	190 to 195° F.	30 minutes	Excellent color very white.
2. 3 lbs. Unbleached Edible Tallow	1% Activated Carbon	190 to 195° F.	30 minutes	Good color with slight yellow tinge.
3. 3 lbs. Unbleached Edible Tallow	4% Fuller's Earth Ark.	190 to 195° F.	30 minutes	Good color but with creamy tinge—not pure white.
4. 3 lbs. Unbleached Edible Tallow	2% Mixture (Ark. Fuller's Earth 50%—Activated Carbon—50%)	190 to 195° F.	30 minutes	Good color—not quite as good as in 3.

is both a bleaching agent and a strong preservative for food products.

With unbleached B Grease, we find the most desirable temperature for a maximum decolorization is 175 to 185° F. and fifteen minutes is sufficient time of treatment. It was found that 2.83 per cent mixture containing 15 per cent activated carbon and 85 per cent fuller's earth gave the most efficiently bleached product. The color was very good and the sour odor present in the product at the start of the experiment had practically disappeared. We believe that best results can be obtained by using a mixture of activated carbon and fuller's earth, in the correct proportions, there being no doubt of the superiority of the carbon over fuller's earth as a bleaching agent for B. Grease.

With unbleached 3 X Grease, the most desirable temperature for a maximum decolorization with activated carbon, fuller's earth or a mixture of the two is 185 to 195 degrees Fahrenheit. In the tests with this grease, the best color was obtained, as shown in the table, with fuller's earth. We do not feel that the admixture of activated carbon with the fuller's earth increases to any practical extent the color or odor of 3 X Grease.

Using unbleached edible tallow, very good results were obtained in all experiments, a very good white color particularly being obtained by the use of a 3 per cent mixture of fuller's earth 75 per cent and activated carbon 25 per cent, treated at a temperature of 190 to 195 degrees Fahrenheit for thirty minutes.

Summary: A mixture of an activated carbon and fuller's earth seems to give the best results in the bleaching of packing house greases. Air agitation is sufficient for a complete distribution of the bleaching agent in the fat or grease. In the case of B Grease and 3 X Grease, a larger amount of the undesirable odors are absorbed by the activated carbon than by fuller's earth. The higher the temperature of the bleaching up to a certain limit, which appears to be 195° F. for most by-product fats and greases, the better the bleach obtained. The length of time of the treatment at the specified temperature should range from 15 to 30 minutes.

Some Practical Notes on Fat Splitting and Saponification of Fatty Acids

THE minor details of a process generally receive little attention, and still the entire success of manufacture may depend upon them. The practical man will perceive their importance only if he has a sound technical education as a background, because their effect is not immediately evident, being overshadowed by the major operating problems. It is of course essential that all the conditions of manufacture, both of primary and secondary importance, should be carefully controlled, particularly in the fat splitting process. It is seldom that information has been published on this process that has both a sound scientific background as well as a practical perspective. Those interested in fat splitting will find some valuable information in an article which recently appeared in *Seifensieder Zeitung*, 1933, pages 65 to 66.

According to the writer, splitting, that is Twitchell splitting, is an operation that will produce good, light-colored fatty acids, if the raw materials have been given the correct preliminary treatment. Furthermore, when the acids are properly processed, a good grade of soap is likewise obtained. For example, if the fats or oils that are to be split are examined carefully in the laboratory and wherever possible subjected to experimental preliminary treatment, that is purification, washing with acid, then good results will be obtained in practical operations as far as the color of the product is concerned.

If we take linseed oil for an example, then it is not immaterial whether the oil is purified in the cold or the hot, whether one or two per cent of sulfuric acid is used. Each shipment of raw material is different from the next and the water content must be determined in every case, because this may vary in the case of linseed oil from 0.2 to one per cent. A small test in a 100 cc. beaker in the laboratory quickly reveals the proper strength of the acid used for purification of the oil and the quantity thereof. Linseed oil is purified best in the cold; however, in the winter it should be warmed to a temperature of 20 degrees C., because at this point the slime and particles of albumenous substances flocculate more easily.

The lead-lined tanks should be provided with an efficient mechanical agitator or air blast. Although both give good results, if there is any choice, the mechanical agitator should be preferred. When correctly processed and well-washed, linseed oil can be obtained almost water-white, and the loss of oil values during the purification should not be greater than 0.2 to 0.3%.

The purification of soyabean oil is similar. The oil shipped as such from Asia was found to be more easily and more efficiently purified than the oil produced in Germany, but the author is not sure just what is responsible for this condition. It may be the method of extracting the oil. An almost colorless oil is likewise obtained as with linseed oil.

The liquid oil is advantageously permitted to stand for 48 hours after the acid treatment. The washing of the oil may be omitted when the oil can be cleanly separated from the slime and deposit. Fifty to 55 parts by weight of a good splitting reagent are sufficient for treating approximately 7,000 parts by weight of oil in an autoclave. The reagent may be added all at one time or half at first and the second half later. Equally good results are obtained with both processes when the time of splitting remains constant. Whether dry or wet steam is used, the water added amounts to approximately one-quarter of the weight of oil, hence in this case about 1,600 to 1,800 parts by weight. In the second washing the quantity of water used may be somewhat less, namely, about 1,400 to 1,500 parts by weight. The second wash water may be re-used for carrying out the first stage of the splitting process. Care must be taken to avoid formation of an emulsion, so that the solution of glycerin in water settles clearly. In order to accomplish this, it is essential to add approximately ten to fourteen parts by weight of sulfuric acid. Experience has shown that even when the entire mass of oil was obtained in the form of an emulsion after splitting, the careful addition of acid resulted in clear separation of the glycerin solution.

After the split oil has been allowed to stand for two hours, the glycerin is removed. One precaution must be taken, namely, to avoid carrying along traces of fatty acids. The presence of fatty acids in the glycerin solution is deleterious during its evaporation. The metal of the vacuum evaporator is corroded and the evaporated glycerin is dark colored. When the correctly neutralized glycerin solution is passed through a filter press and then treated with barium hydroxide and ammonium sulfate, a very light-colored, almost ashless glycerin is obtained.

This method applies to all fats and oils. Bleached palm oil, palm kernel oil and tallow should be pretreated in the warm or hot. Laboratory tests should be made with samples of the oils before carrying out the large scale operation. This will save much time, work and disappointment.

When semi-solid oils and fats are being processed, it has been found distinctly advantageous to allow the product to remain quiescent for a comparatively long time after purification. The temperature of the washing process must be carefully regulated in this particular

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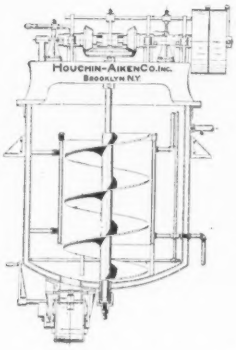

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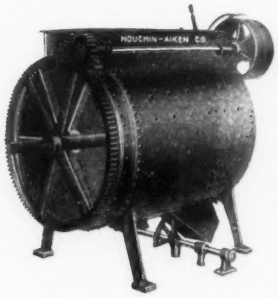

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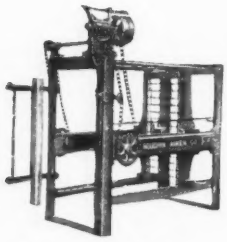

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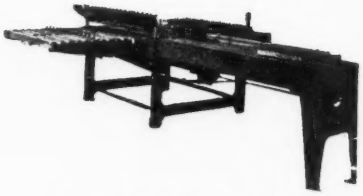
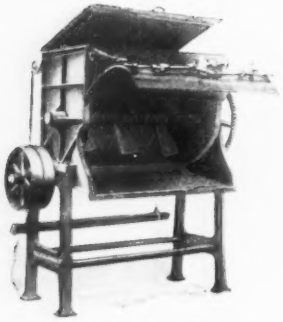
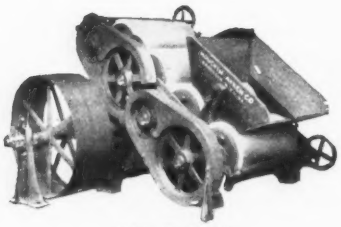


Automatic Power Cutting
Table



Ideal Amalgamator



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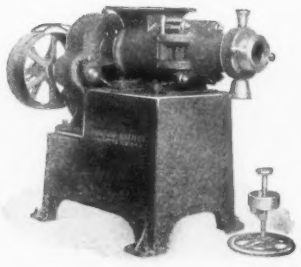

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case in order to obtain a good grade of light-colored fatty acid. When these precautions are taken, the saponification of the fatty acids with carbonate of soda is also facilitated.

The quantity of calcined sodium carbonate required is calculated on the basis of the fatty acids recovered, and is dissolved in water to give a solution of 33 degrees Be. gravity. The solution is poured into the kettle and the hot fatty acids are allowed to flow into the solution. Good agitation is also required and under such conditions saponification is very easy. When all the carbon dioxide has been driven out of the solution, which is indicated by no further coloration of a sample treated with phenolphthalein, steam is allowed to flow through the mass and the required proportion of sodium hydroxide is added. The mixture must then be cooked for a longer time than is generally supposed necessary.

The rapid saponification of the fatty acids by the soda solution results in the formation of a coating of soap around particles of the acid. Very small lumps are often formed which cannot be seen with the naked eye when a sample is examined. These lumps must be boiled for a long time before the enclosed fatty acids are saponified. Unless this precaution is taken, the lumps remain in the finished soap which soon becomes spotted and rancid.

It is often very small details in an operating process which cause difficulties rather than the principal points in the manufacture. Thus in the case of fat splitting and saponification cleanliness and order in the works are often neglected as of minor importance. The result is a poor product in spite of strict control of the more important factors of the process. Cleanliness is essential if good results are to be obtained.

—o—

Soft Soaps Made Under Pressure

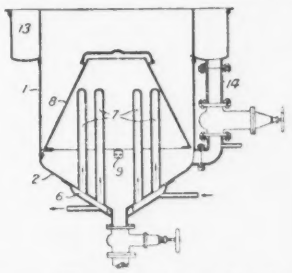
The use of pressure and of mixed lye for saponification results in the production of soft soaps at a lower saponification temperature and of improved consistency. Oils are accordingly saponified under pressure with a mixed lye in which the ratio of potash to soda is one to nine and which also contains two to six per cent of alkali salts. The electrolyte in water solution is best pumped into the autoclave at a temperature of 110 to 120 degrees after saponification. When saponification is carried out in the presence of a solution of an alkali salt under pressure and above 100 degrees, the soap produced is soft even when soda lyes are used. In addition, potash-soda lyes yield transparent soft soaps of varying hardness. F. W. Leffer. British Patent No. 378,913.

—o—

Five grams of commercial stearin are dissolved in 40 cc. of ethyl alcohol and 10 cc. of hydrochloric acid are added. The mixture is heated and after evaporation to dryness subsequent to the addition of sodium hydroxide, the fatty acids of the stearin, are found to have been appreciably decomposed. K. Scheringa. *Chemisch Weekblad*, 1932, page 386ff.

Rosin Soaps

Resinous soaps are made by partial saponification of the rosin with a mixture of alkali carbonate and bicarbonate. This is followed by complete saponification with ammonia. A mixture of two parts of sodium carbonate with one part of sodium bicarbonate may be used



in the first stage. The soap is produced in apparatus, consisting of a cylindrical tank (1) with a conical base (2) heated by a steam jacket (6) and pipes (7) which rise from this jacket. A removable truncated cone (8) rests on brackets (9), which are fixed on the inner wall of the tank (1). During saponification the mixture froths and rises through the cone (8) and flows downwards over the outer surface which is cooled by the atmosphere, whereby a continuous circulation of the mixture is effected. Excess froth passes into the annular channel (13) and returns through a pipe (14) to the tank (1). C. Gillet, Bordeaux, France. British Patent No. 361,335.

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pH Value of Soap Solutions

A detailed study was made of the determination of the pH value of soap solutions and on the change in this value brought about by the addition of alkalies. The electrometric determination of the pH value is satisfactory for dilute soap solutions and also for soaps that contain saturated fatty acids. Hellige's comparator was used in a colorimetric method for soaps containing unsaturated fatty acids, but at higher temperatures the color tints did not correspond with those at room temperature and a factor had to be introduced for calculating to comparative values. Colorimetric results were lowest while electrometric results were highest and the results, obtained by measuring the catalytic acceleration of reactions depending on the hydroxyl ion concentration, lay between the two. The deposition of hardened soap on the electrode and the failure fully to saturate the electrode with hydrogen, which gas was diverted by saturating the unsaturated fatty acids of the soap, were difficulties encountered in the electrometric method. It was concluded that the difference in actual alkalinity of solutions of different soaps at the same temperature as well as of the same soaps at different temperatures (20 to 90 degrees C) or concentrations is many times greater than the difference in alkalinity through the presence of a few tenths of a per cent of free alkali in the soap. W. Bleyberg and H. Lettner. *Chemische Umschau Fette, Oele, Wachse und Harze*, volume 39, pages 241 to 253.

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ON PRODUCTS AND PROCESSES

A dry detergent, which contains sodium resinate is made by treating melted rosin with a smaller proportion of caustic alkali, such as sodium hydroxide, than is required for complete neutralization. There is then added a quantity of dry trisodium phosphate crystals slightly in excess of the amount which is required to complete the saponification of the rosin. Robert C. Murray. United States Patent No. 1,881,858.

—o—

Proportion of fatty acids in soap is stated to be the most important factor in the evaluation of the product. However it cannot be used as a basis of determining the usefulness of the many new preparations which have been proposed as detergents for textile purposes. The lathering power of the detergent and the stability of the lather have been proposed as guides in evaluating these compositions and the like. Thus a dilute solution of soap is shaken in a 100 cc. cylinder in a given way at temperatures of 20, 50 or 70 degrees C. The soap solution contains 0.117 per cent fatty acids. Readings of the liquid level in the cylinder are taken every minute up to ten minutes. Experimental results, which have been obtained with palm kernel and hydrogenated oil soaps, indicate constant values, but tallow soaps are sensitive to air. Contact of the soap with air diminishes the lather erratically. Hetzer. *Seifensieder Zeitung*, volume 59, pages 637 to 639, 653 to 655 and 669 to 671.

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Alkali fatty acid mixtures are used as detergents. For example the dry preparation, which forms soap solution on the addition of hot water, may consist of a mixture of hard fatty acid, soft or non-hard fatty acid and alkali. Water softeners and other detergents, for example, excess of alkali may be added. Preferably the powdered alkali is mixed into the liquefied fatty acids maintained at 120 to 150 degrees F., but the liquefied fatty acid may be sprayed upon the agitated alkali powder. In an example there are used 60 pounds of the fatty acids of cotton seed oil, 20 pounds of hard white stearin, 12 pounds of soda ash and eight pounds of caustic potash. W. and F. Walker, Liverpool. British Patent No. 376,098, filed 1931.

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A review of recent literature on sulfonated higher alcohols, the newer detergents, is given. Comparison is made between soaps and these new products. Their advantageous properties are listed. A bibliography is appended. D. H. Killeffer. *Industrial and Engineering Chemistry*, 1933, volume 25, pages 138 to 140.

Neutral sulfonated castor oil as well as soap is employed as an emulsifier of essential oils for the production of concentrated water soluble spray perfumes. The simplest method of making these preparations is to make a mixture of the essential oil compounds with neutral, sulfonated castor oil. Soluble oil of the usual quality obtainable in the market is used for making cheaper spray preparations. The emulsifier may be produced by saponifying castor oil with potash, or by making a soap of oleic acid and ammonia. Soda-finished, sulfonated oil has also been used for making the spray composition. Various organic soaps are also suitable. Equal parts of these soaps are usually mixed with the essential oil or perfume compound. Water is added slowly afterwards with vigorous stirring when the preparation is used. *The Manufacturing Chemist*, 1933, page 25.

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Crude glycerin is purified by treatment with gases or vapors or mixtures containing low boiling liquids in a very finely divided condition, the treatment taking place under reduced pressure. Thus crude glycerin, containing 82 per cent glycerol, is treated with wet steam or carbon dioxide sprayed with benzene at a pressure of 20 to 30 mm. The product is 99 per cent pure. I. G. preparation is used. *The Manufacturing Chemist*, 1933, German Patent No. 557,802, filed March 15, 1929.

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Ultra-violet absorption of vegetable and animal oils gives characteristic absorption curves. Thus one per cent solution of vegetable and animal oils in C_6H_{14} give absorption curves in which absorption for various wave lengths, considered relatively to the total absorption, is characteristic. In addition Vitamin A, unsaponifiable matter, and fatty acids are indicated respectively by absorption around 3,280 units, by absorption from 2,550 to 2,950 units, and by bands at 3,175 and between 2,825 and 2,625 units, together with massive absorption from 2,550 units. A. Chevallier, J. Guillot and P. Chabre. *Comptes rendues*, 1932, volume 195, pages 678 to 679.

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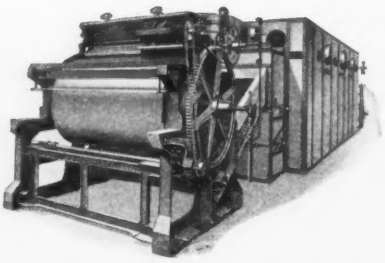
An oil-jacketed rendering kettle for rendering and filtering animal fatty tissues is provided with a central outlet in the form of a vertical perforated tube, surrounded at a radial distance by a filter consisting of a co-axial perforated cylinder wrapped with filtering material (cellulose wadding), which is further enclosed at some distance by a co-axial perforated cylinder acting as a strainer. G. Bossini. British Patent No. 382,735, filed October 16, 1931.



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Detergents of Oxyalkyl Ester Type

The water-soluble, ether-like or ester-like compounds, which are obtained from the oxy-alkyl ethers of divalent or multivalent alcohols and substances of higher molecular weight containing hydroxyl groups, for example other oxy-ethers, alcohols or carboxylic acids, are used as detergents, wetting agents and emulsifiers. These water-soluble compounds possess neither basic nor acid groups as such or in salt form. For example, half a part of the mono-ester, obtained from one molecule of sorbithexa-oxy-ethyl-ether by heating with one molecule of a mixture of aliphatic fatty acids containing on the average ten atoms of carbon in the molecule, is dissolved in 100 parts of water. The solution is highly useful for various textile purposes. Another product is the mono-ester obtained from sorbithexa-oxy-ethyl-ether and lauric acid. The product is dissolved to give a 0.25 per cent solution, in which form it lathers freely and possesses wetting and detergent properties. Another product is made from glycerin-trioxy-ethyl-ether and lauric acid. I. G. Farbenindustrie A.G., Frankfurt-am Main, Germany. German Patent No. 544,921.

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Perfumes, Cosmetics and Soaps

A new, the fourth edition of volume two of this work, devoted to practical perfumery, has appeared. Poucher has become so standard on cosmetics, perfumes and toilet preparations that it is scarcely necessary to call attention of the reader to the material found therein. The new edition is an improvement on the old, and naturally so, because in a period of three years separating the two editions, much can and has taken place in the art of practical perfumery. The author includes the newest developments in hair preparations, such as the use of chloesterin, the use of radium packs for various cosmetic purposes, etc. There are also two new flower monographs and a review of continental practice (European exclusive of English) on the manufacture of various fancy perfumes. The book abounds in formulae for perfumes, toilet preparations and cosmetics. It makes a valuable reference book for those engaged in this manufacture. It is published by D. Van Nostrand & Co., 250 Fourth Ave., New York, N. Y. Price, $9.00.

—o—

Vegetable and oil fatty oils are purified by emulsification with an aqueous solution of phosphoric acid, about one per cent of 10 to 65 per cent strength acid being used. Dispersion is effected at 15 to 45 degrees C. The emulsified oils are then rapidly heated to between 55 and 120 degrees C with or without the addition of water or of alkali (quantity used should be less than the equivalent of the acid). Any acid or mucilage, which remains in the purified oils after settling, may be removed by treatment with ammonia water. I. G. Farbenindustrie A.G., Frankfurt-am-Main, Germany. British Patent No. 377,336, filed May 11, 1931.

Soap-Like Fatty Alcohol Derivatives

Products, which are not soaps but which possess the characteristic properties of soap, namely, profuse lathering, great cleansing action and marked ability to emulsify or dissolve many other substances, are obtained by the action of dehydrating, non-sulfonating acids on monovalent, aliphatic alcohols. These products are acid or neutral, the neutral products being obtained by neutralization of the acid products with alkalies. They possess even greater resemblance to soap than the acid products.

For example, such a product is made from 100 parts by weight of monovalent fatty alcohol made from spermaceti oil. The oil is mixed with 25 per cent of syrupy phosphoric acid at ordinary temperature with constant agitation and slow addition of the acid. After all the acid has been added, the mixture is allowed to stand for about 24 hours without agitation and then about 30 per cent water, calculated on the weight of the oil used, is added. Gentle heating of the mixture causes immediate separation of the acid water from the reaction product. The water is drawn off, additional water is added, is well mixed with the reaction product and the mixutre heated.

No separation takes place in this second treatment with water. Salt, sodium sulfate (Glauber's salt), etc., are added to the mixture for the purpose of increasing the specific gravity of the acid water. Then the water layer separates from the reaction product. The water is removed again and the washing is repeated a third time.

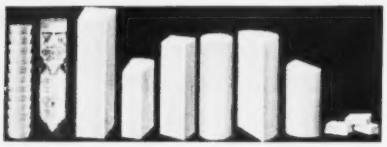
The final reaction product is a fatty mass of salve-like consistency. It swells or hydrates strongly in water both in the acid as well as in the alkali-neutralized state. It acts like a soap.

A similar product is made from cetyl alcohol, which is treated with phosphoric acid anhydride, about 50 per cent of the acid being used on the weight of the alcohol. Cetyl phosphate is obtained. When this is used to make a soap bath, it is first converted into a salt with alkali and then added to the wash liquor in a proportion of 5 to 10 parts per 1,000 parts of solution. Both these products find use in textile operations of scouring, washing, degumming and the like. Deutsche Hydrierwerke A. G., Rodleben b. Rossblau, Anhalt, Germany. German Patent No. 560916, filed December 12, 1928.

—o—

In order to refine and homogenize a soap base, partly dried soap chips, containing six to 20 per cent moisture, are passed through a series of chambers, which are provided with heating jackets. Each is also fitted with a perforated screen as outlet, through which the plasticized soap, with perfumes, fillers, etc., is forced under pressure by a feed screw. The orifices of the screens of each successive chamber are successively of smaller size, for example 20, 30 and 40 mesh. Lever Brothers Company. British Patent No. 380,820.

BIG profits WITH THIS PROVEN LINE OF SANITARY SPECIALTIES



AIR PURIFYING BLOCS

We are the pioneers and original patentees of air conditioning blocs. Hard uniformly perfumed blocs made of 100% para and finest essential oils. In sizes and shapes to fit any containers. Colors and fragrances to meet current demand. Packed for you under your private label if desired. Also Urinal Blocettes individually wrapped in cellophane and Deodorizing Crystals in bulk or packed in handsome lithographed tins with or without our name.

• BLOC CONTAINERS

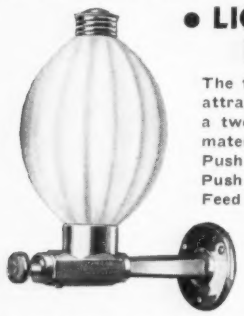
Neat dignified-looking perforated containers, made of 24 gauge heavy metal—equipped with lock and sliding back.

In White Enamel, Porcelain, Oxidize or Nickel Plate with your nameplate or plain.

In three sizes:—

Large 3¼" x 3¼" x 9¾"—Holds 40 oz. bloc
De Luxe 2¾" x 2¾" x 8" — " 25 or 16 oz. bloc
Aerzonette 3½" x 1½" x 1½"— " 4 oz. bloc

Can be supplied plain or with your nameplate.



• LIQUID SOAP DISPENSERS

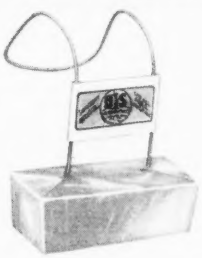
The famous "SOAPERIOR" line. Strong, attractive leak-proof dispensers carrying a two years' guarantee against defect in material or workmanship.

Push-in Valve type (illustrated) and Push-up Individual Dispensers—Gravity Feed Equipment. Portable and Wall type Dispensers for Hospitals. Made in our own shops of top-notch materials. Yet priced surprisingly low.

• AERO-BOWL TOILET BOWL DEODORIZER

Profitable specialty for sale to households. This rust-proof enamel hanger with bloc fits into any toilet bowl and continuously deodorizes. Aero-Bowl cellophane-wrapped Bloc comes in a variety of pleasing colors and fragrances.

● Also round single bloc holders in Blue, Green, Red, Gray and Golden-rod Duo fitted with hanger and holding a 4 oz. bloc. For moth protection in showcases, clothes closets and storage spaces. Also prevents tarnish to guns, silverware, etc.



• LIQUID TOILET AND SCRUBBING SOAPS

Liquid Toilet Soaps concentrated to 42% solids—made of finest edible Cochin Cocoanut Oil or Olive Oil—bland, neutral, absolutely pure and free of fillers or adulterants. Also Prepared Soaps to meet any specifications. Special soaps for Industrial and Surgical use and pure Castile Infants Soap. ● Scrubbing Soaps of every type—to meet any price requirement. Safe neutral cleaners for fine wood, tile, marble, linoleum, cork, rubber, rubber tile, terrazzo, travertine, mastic and concrete. Furnished with or without a fragrance.

• SOAP AND SHAMPOO BASES

Made from special blends of Cocoanut or Olive Oil—concentrated to 65% soap solids—producing more soap per pound than average base and making fine bland generous-lathering soaps.

• FLOOR SURFACING MATERIALS

Mopping Varnishes—Quick-drying rubless Waxes—Floor Sealers, etc. Special finishes for linoleum, terrazzo, tile, cork, slate, marble, concrete, travertine, magnesite, quarry, rubber, rubber tile, soft asphalt and bitumen floors. Let us solve your special floor problem.

• DISINFECTANTS

Of Pine Oil containing 70% pure steam-distilled pine oil and no mineral oil (Disinfectant-germicide-cleaner and Deodorant in one)—also lower cost Pine Disinfectants and Deodorants. Coal-tar Disinfectants ranging from high-coefficient 18-20 to co-efficient 1—including low-priced products made to sell at a price. Also Liquid and Powder Chlorine Disinfectants. Each batch tested and germicidal strength guaranteed.

• POLISHES

High-grade Metal Polishes which easily remove tarnish and quickly impart a brilliant long-lasting polish to brass, silver, copper, etc. Fine quick-drying Furniture Polishes. Non-inflammable and easy to apply.

• INSECTICIDES—MOTHICIDES

High-powered but non-poisonous stainless and practically odorless Fly Sprays made under laboratory control and checked by the Peet-Grady method. Also concentrated Fly Spray (may be diluted with 19 parts petroleum oil to make 20 gals. full strength spray).

● Ready-to-sell Insecticides—Specifics for Bed-bugs — Mothicides — Larvaecides—Mill and Weevil Sprays—Weed Killers, Rodent Killers, etc.

BUILD BUSINESS UNDER YOUR PRIVATE LABEL

● SEND FOR SPECIAL PRICE BULLETIN quoting a "new low" in prices. With this line you can meet any price competition. Any product can be supplied without our name—packed under your private label.

U. S. SANITARY SPECIALTIES CORPORATION

433-41 So. Western Avenue, Chicago, Illinois

Say you saw it in SOAP!

POWCO BRAND
REG. U.S. PAT. OFF

JUST TO PROVE IT

We have never believed that scientific data of real value could be developed in a hurry.

This is particularly true of Pyrethrum Products, where new developments are never of value until they have been proven by practical application.

We believe in something more than the mere *appearance* of integrity, because unless there is a real background of honest purpose, there can be no honest result.

Statements about POWCO BRAND Pyrethrum Products are made *after* they have been proven.

As an instance, our line of concentrated extracts were not offered for sale until the first batches manufactured by us had been aged for two years.

That was just to prove it.

JOHN POWELL & CO., INC.

Specialists in Pyrethrum Products

114 E. 32nd Street, New York, N. Y.

Each side of the DuoOval is adapted to different label shapes.

The DUO-OVAL... *a distinguished container of two-fold usage*

● In the DuoOval, our designers have created a bottle of striking charm and exceptional beauty of line. But they have gone farther . . . they have given this new bottle a most unusual feature:—*"dual appearance."* Thus each face is adapted to varied label treatment.

This means that the DuoOval enables you to package two different products in one type of container—giving each strongly marked identification by labeling.

Because of its unusual characteristics, we have not deemed it advisable to offer the DuoOval as a regular stock item. It will be manufactured only to the special order of those whose requirements justify large volume production.
Owens-Illinois Glass Company . . Toledo, Ohio.

OWENS-ILLINOIS

1873 • SIXTIETH ANNIVERSARY • 1933

A Merger

CRUDE DRUG IMPORTERS, INC.

and

W. BENKERT & CO.

have merged their interests, effective March 1, with the purpose of enlarging their facilities to serve you with

PYRETHRUM

and

PYRETHRUM CONCENTRATE #15

as in the past we will seek to "enlighten" not "confuse" to "undersell" rather than "oversell"

under the name of

W. BENKERT & CO., Inc.

Established 25 years

CRUDE DRUG IMPORTERS

100 GOLD STREET NEW YORK CITY

Let our officers help you solve your pyrethrum problems

RICHARD J. PRENTISS, President
HAROLD KING, Vice-president
J. MILLER, Secretary-treasurer

It's the most "Kill" per dollar that counts

ANNOUNCING STUDY ON

McLaughlin Gormley King Research Laboratory Again to Publish *New Facts* About Pyrethrum Flowers

WHAT IS the effect of cold storage on Pyrethrum? This question and many others more important are answered in another new study which will soon be available. Upon request, we will be glad to furnish you with copies as soon as they are off the press.

Our research laboratory is continuously doing new work and making new experiments to further the knowledge of pyrethrum. It is our policy to print and make available to the trade all the research work carried out in our laboratories even to the extent of publishing full descriptive details of our process of manufacture.

M. G. K. Studies on Pyrethrum

THE results of research on Pyrethrum in the McLaughlin Gormley King laboratories have been published for the industry in various papers as follows:

1— The copper reduction method of Gnadinger and Corl determining percentage of active principles in Pyrethrum flowers.

2— The relative value of open and closed Pyrethrum flowers.

3— The relative value of different commercial varieties.

4— The relative toxicity of Pyrethrins I and II.

5— Effect of storage on Pyrethrum flowers.

6— Description of the manufacture of concentrated extracts.

7— Effect of storage, light and heat on Pyrethrum extracts.

8— Relative toxicity of Pyrethrins and Rotenone as fly spray ingredients.

The latest study by C. B. Gnadinger and C. S. Corl is being printed. Write if you want a copy.

UNIFORM KILLING POWER

Say you saw it in SOAP!

A NEW PYRETHRUM

Pyrocide 20 Gives Same High Kill Every Time

THERE'S no guesswork about the killing power of Pyrocide 20. Our rigid process of standardization starts in Japan where our exclusive laboratory selects the highest quality pyrethrum flowers.

Only flowers with a pyrethrin content of .90% or better are accepted for use in Pyrocide 20.

Last year over 30% of the lots offered were rejected because they did not measure up to this standard.

The pyrethrin content of Pyrocide 20 is adjusted at 2.15 grams per100 cc. (2.61% pyrethrins). This is equivalent to *all* the active principle from 20 lbs. of flowers having a pyrethrin content of .90% in each gallon. We guarantee this pyrethrin content when you buy Pyrocide 20.

If flowers used in the manufacture of Pyrocide 20 should contain less than .90% pyrethrins when percolated, we would add as many pounds of flowers to the gallon as might be necessary to attain the guaranteed pyrethrin content. In addition to chemical standardization, Pyrocide 20 is again checked by the Peet-Grady method to verify its uniform killing power.

If you want to be sure of your finished product, you're safer when you use Pyrocide 20 as a base.

Pyrocide 20 is shipped in steel drums containing 15, 30 and 53 gallons from warehouses in New York, Los Angeles, Minneapolis and many foreign cities. We can furnish pyrethrum flowers of known pyrethrin content—in whole, ground or powdered form.

30% REJECTED

PYRETHRUM flowers of greatest value are those highest in pyrethrin content. That's one reason why McLaughlin Gormley King maintains its own laboratory in Japan to select flowers by assay. Only lots containing .90% pyrethrins or more as certified by this laboratory are accepted. Last year 30% of the lots offered were rejected because they did not measure up to this high standard.

Write today, McLAUGHLIN GORMLEY KING CO., 1715 Fifth Street S.E., Minneapolis, Minnesota

Pyrethrum Specialists Since 1901

PYROCIDE 20

STANDARDIZED EXTRACT OF PYRETHRUM FLOWERS

PERFECTION . . .

tested and proven!

KEREX BOUQUET

●

KEREX L'ORIENT

●

for Perfuming Kerosene

●

FELTON CHEMICAL COMPANY, Inc.

Executive Offices and Factory

599 JOHNSON AVE., BROOKLYN, N. Y.

Chicago, Ill., Office

1200 NORTH ASHLAND AVE.

Stocks Carried in the Following Cities:

LOS ANGELES, CAL.	SAN FRANCISCO, CAL.	CHICAGO, ILL.	NEW ORLEANS, LA.
WM. PAUER.	P. J. RICH.	M. HARTSTEIN.	ROBERT E. FELTON.
1131 N. Orange Grove Ave.	1282 Folsom St.	1200 No. Ashland Ave.	Balter Bldg., Rm. 407.

Say you saw it in SOAP!

GIVAUDAN-DELAWANNA INC.

LE CHIMISTE
De la Galerie de S.A.S. Monseigneur le Duc d'Orleans

80, FIFTH AVENUE_NEW-YORK

PETRODOR NO. 1

is the name of our new product which modifies the kerosene odor in fly sprays. Kerosene smell needs to be modified! And with PETRODOR No. 1 you can do it for a very, very small cost. It is completely soluble—non-staining—and leaves a fragrant odor after spraying.

Write and ask us for full information.

$1.50 in pound bottles

GIVAUDAN-DELAWANNA

INCORPORATED

80 FIFTH AVENUE, NEW YORK, N. Y.

Say you saw it in SOAP!

Perfumes For

PARADICHLORBENZENE NAPHTHALENE

Specially prepared for perfuming these popular products. We can also supply individual odors for your own use.

A few popular types:

American Thistle No. 1010	$2.25
Forest Bouquet No. 42	4.00
New Mown Hay No. 319	2.75
Oriental No. 88-A	2.50
Rose No. 310	2.50
Trefle No. 619	2.85
Violet No. 611	3.10
Wild Flowers No. 5300	1.75

Prices quoted with or without color.

MEMBER NATIONAL ASSN. INSECTICIDE AND DISINFECTANT MFRS. INC. INC. 1914

P. R. DREYER INC.

12 E. 12th Street New York

"It's the Odor that Sells the Product"

Baird's

Certified Coal-Tar Disinfectants

are known and used throughout the world because of their quality, dependability and efficiency. They are supplied only in concentrated form, dilute readily with water to form rich, milky emulsions, which do not separate on standing, and have a good clean odor of tar. Each batch is tested for germicidal strength.

Cresol Comp. U. S. P.

also known as Liquor Cresolis Compositus, U. S. P., is made in exact accordance with the specifications of the U. S. Pharmacopoeia. Phenol coefficient 2½ to 3. Dilutes with water to form clear, amber-colored solutions. Largely used by the medical profession, hospitals and veterinarians.

Crestall Fluid

is similar in composition, appearance and odor to Cresol Compound, U. S. P., but prepared from refined cresylic acid as a base. Approximately twice as strong as the U. S. P. product, and very effective in preventing the spread of animal diseases. Approved by U. S. Bureau of Animal Industry.

Mosquito Larvaecide

A coal-tar product employed for killing mosquito larvae. Effective in dilutions of 20,000 to 40,000 to one. Superior to petroleum oil, as it is not affected by rainfall or wind and does not involve fire hazard.

Pes-Tox Insecticide

of the pyrethrum type, pleasantly scented. Quickly kills practically every type of crawling, flying and hopping insect. Light lemon color. Especially effective when used in the form of a spray.

Pine Oil Disinfectant

A fragrant pine product, made from pure steam-distilled pine oil according to the formula of the Hygienic Laboratory of the U. S. Public Health Service. Mixes freely with water to form good white emulsions with pleasant pine odor. Free from mineral oil or other adulteration.

BAIRD & McGUIRE, INC.

Holbrook, Mass. **St. Louis, Mo.**

MEMBER NATIONAL ASSN. INSECTICIDE AND DISINFECTANT MFRS. INC. 1914 INC.

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Eastern States Supply Company, 136 Liberty St., New York City

Telephone WOrth 2—3143.

PINE OIL

NEWPORT

FOR SPRAYS

Powerful repelant . . . Masks petroleum odors

MEMBER NATIONAL INSECTICIDE AND DISINFECTANT MFRS. INC. 1914 INC.

Also makers of Newport Superior Brand Steam Distilled Wood Rosins and Turpentine

GENERAL NAVAL STORES COMPANY, *Inc.*

Address Our Main Office: *75 East 45th St., New York City*

NEWPORT

Plants: *De Quincy, La.—Pensacola, Fla.—Bay Minette, Ala.*

Say you saw it in SOAP!

Effective Extermination *plus* SAFETY!

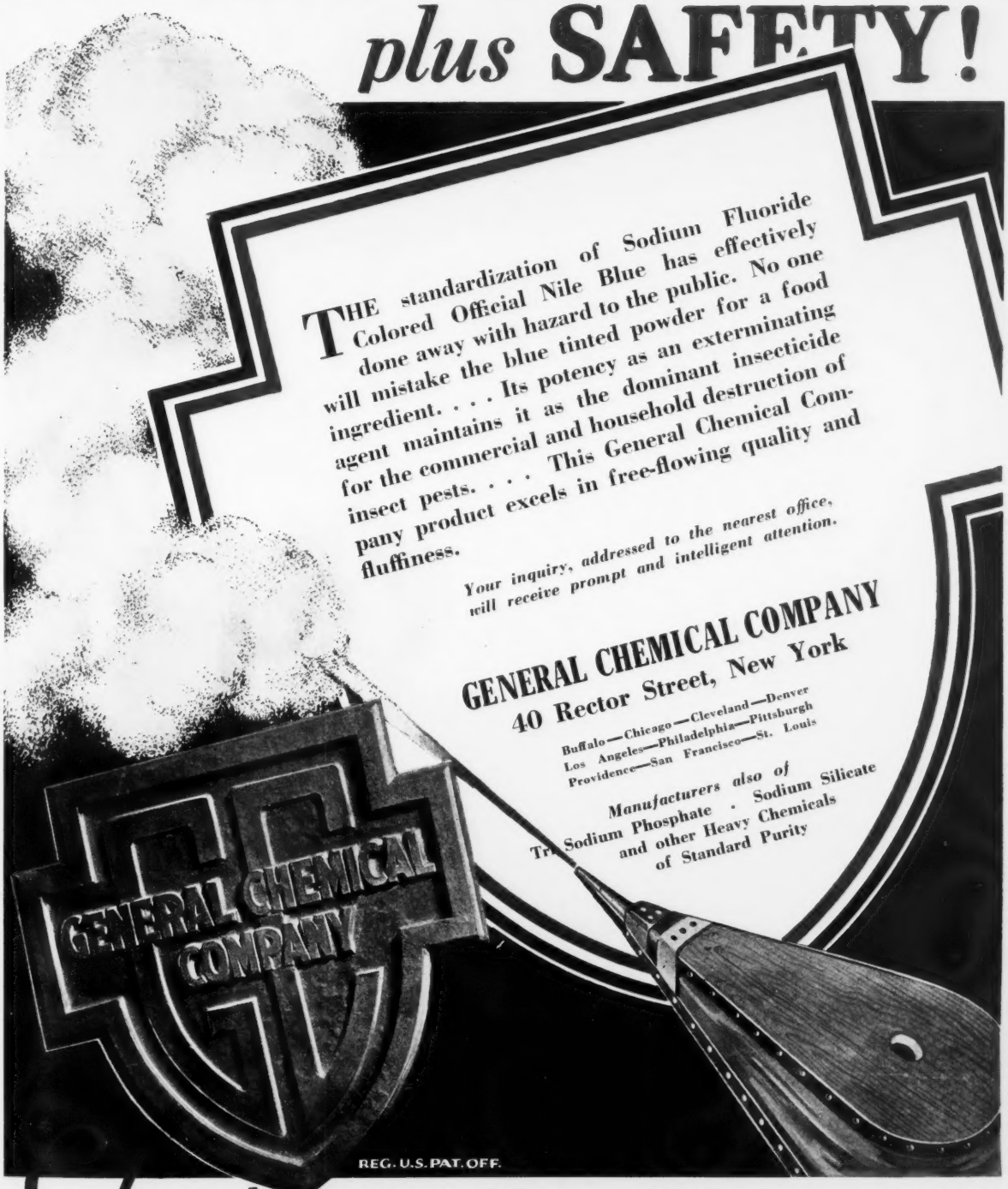
THE standardization of Sodium Fluoride Colored Official Nile Blue has effectively done away with hazard to the public. No one will mistake the blue tinted powder for a food ingredient. . . . Its potency as an exterminating agent maintains it as the dominant insecticide for the commercial and household destruction of insect pests. . . . This General Chemical Company product excels in free-flowing quality and fluffiness.

Your inquiry, addressed to the nearest office, will receive prompt and intelligent attention.

GENERAL CHEMICAL COMPANY
40 Rector Street, New York

Buffalo—Chicago—Cleveland—Denver
Los Angeles—Philadelphia—Pittsburgh
Providence—San Francisco—St. Louis

Manufacturers also of
Tri-Sodium Phosphate · Sodium Silicate
and other Heavy Chemicals
of Standard Purity



Colored **OFFICIAL NILE BLUE**
SODIUM FLUORIDE

Say you saw it in SOAP!

Southward
Via MUNSON
to Summer Sunshine

NASSAU

BRITAIN'S "ISLE OF JUNE"

NEW COLONIAL European Plan

Single rooms with bath from $6 per day
Double rooms with bath from $10 per day

Enjoy the glorious Summer sunshine and perfect climate of this sub-tropical island where the average winter temperature is 70 degrees and there is practically no rain throughout the winter season. Every summer sport, including swimming from wonderful Paradise Beach. Live luxuriously at the magnificent fire-proof New Colonial Hotel, which offers the finest cuisine and service, and superb accommodations.

New Radio Telephone Service permits keeping in close touch with business or home

WEEKLY SAILINGS on Fridays to Nassau, and on the Nassau, Miami, Havana Cruise; S. S. Pan America, (21,000 tons) and S. S. Munargo alternating.

NASSAU · MIAMI · HAVANA CRUISES · $115 · 12 3/4 DAYS

WEEKLY SAILINGS AS SHOWN ABOVE

See 3 of the world's most fascinating ports. Spend 3 days in Nassau where you enjoy swimming from delightful Paradise Beach, 2 days in Miami, 2½ days in beautiful Havana. The steamer is your hotel. Sight-seeing trips at each port. **OR you can take the steamer round trip to Nassau only and stay 7 days at the New Colonial, including room with private bath . . . $125 European plan.**

OTHER MUNSON SERVICES . . . Regular sailings to Bermuda on the 21,000 ton S. S. American Legion, or her sister-ships, $50. Fortnightly service to South America with calls at Rio de Janeiro, Santos, Montevideo, and Buenos Aires.

Special arrangements available for large parties or conventions
All Sailings from Pier 64, North River, New York
For further information see local tourist agent or write Dept. 2

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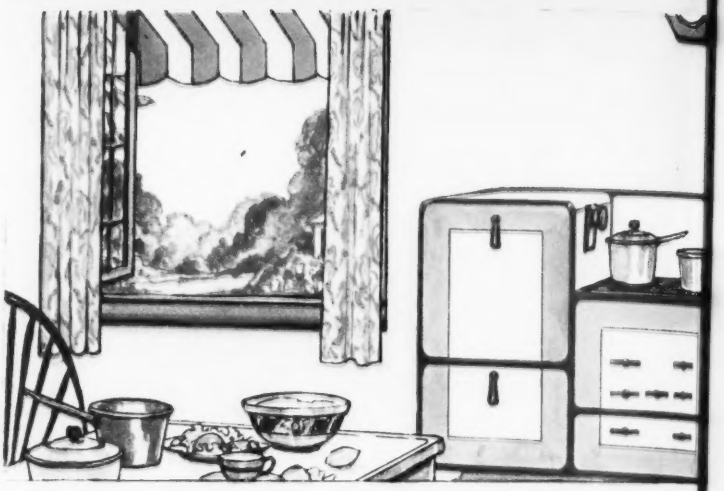
BOwling Green 9-3300

THE COLOR
HELPS MAKE
THE SALE •
MARYLAND
Blue BOTTLES

THE DAY OF THE
Drab IS GONE›››

THE DAY OF
Color IS HERE›››



Bottled Products Need Color too!

HOW CAN YOU make your product sell better? Maybe you can learn from other fields. Contrast the colorless, unattractive kitchen equipment of yesterday with the colorful, attractive equipment of today. The modern demand is for color—and manufacturers in every line must meet that demand.

That is one reason for packing your product in Maryland Blue Bottles. The brilliant, distinctive color appeals to the modern taste. Makes your product stand out from the crowd. Makes it easier to identify. Suggests higher quality. Result: Your product is seen, recognized and bought more frequently.

You'll get a new idea of the sales possibilities of your product when you see it dressed up in Maryland Blue. Ask us to send samples. Maryland Blue Bottles and Jars are made in a wide variety of stock shapes and sizes, as well as in special designs for many famous products.

In requesting samples, tell us the nature of your product and the sizes in which it is packed. Or, better still, send us samples of your present containers.

MARYLAND GLASS CORP.
BALTIMORE, MARYLAND

New York Representative:
Two-Seventy Broadway
New York City

Pacific Coast Representative:
Owens-Illinois Pacific Coast Co.
San Francisco

Maryland Green Tint and Flint Bottles are of the same high quality as Maryland Blue

MARYLAND *Blue* BOTTLES

Announcing....

DEO-BASE

Reg. U. S. Pat. Off.

Deodorized Base for Fly Sprays

DEO-BASE is a petroleum oil produced and refined to complete freedom from Kerosene odor, making it the best product available today for use in fly sprays and other spray insecticides.

The modern prerequisite is that a fly spray be odorless—or that it be very slightly and pleasantly perfumed.

Neither is possible if ordinary Kerosene is used.

DEO-BASE is especially well adapted for use with odorless pyrethrum extracts.

DEO-BASE offers new sales opportunities and therefore increased profits for you.

MEMBER NATIONAL ASSN. INSECTICIDE AND DISINFECTANT MFRS. INC. 1914 INC.

DEO-BASE conforms in every detail with the specifications of the National Association of Insecticide & Disinfectant Manufacturers.

L. SONNEBORN SONS, Inc.

Refiners of White Oils and Petrolatums

New York Office
88 Lexington Avenue

Refineries { Petrolia, Pa. / Franklin, Pa.

Chicago Office
820 Tower Court

Say you saw it in SOAP!

van Ameringen-

From a Fad to a Fact

A few years ago, some bright spirit put perfume into a kerosene fly spray. Some said it was a fad, but it sold goods.

Today it's an accepted fact. *Insecticides, deodorants, disinfectants*—all must be rendered less objectionable, by adding to them a pleasant odor.

Now we've all gone a step further. We've found out what kind of odor does the work best, *without interfering with the insecticidal value* of the preparation.

Not every so-called insecticide perfume is safe to use, as many ingredients tend to counteract the effectiveness of the pyrethrum.

You want your insecticide to work well and sell well. Our perfumes not only help the odor, but they are especially designed *not* to hinder insecticidal activity.

Send for samples.

van Ameringen-Haebler, Inc.

Aromatic Essentials

315 Fourth Avenue, New York
180 No. Wacker Drive, Chicago
438 West 48th St., Los Angeles
42 Wellington Street, E., Toronto

Factory, Elizabeth, N. J.

Haebler, Inc.

Perfumes for Insecticides

For insecticides made with pyrethrum and kerosene, we suggest using one to six drams of any of the following oils in one gallon of finished spray.

Orange Blossom No. 96	$4.00 lb.	Rose No. 12	$2.00
Orange Flower No. 11	3.00	Lilac No. 1	3.50
Orange Flower No. 12	2.00	Lilac No. 2	3.00
Cedar No. 11	2.00	Lilac No. 3	2.50
Cedar No. 12	1.00	Lilac No. 4	1.10
Jasmin No. 11	2.50	Lilacine No. 11	1.10
Jasmin No. 12	1.50	Vanilla Bouquet for Spray	3.00
Lavender No. 135	1.00	Bouquet No. 118	1.50
New Mown Hay No. 11	3.75	Bouquet No. 11	3.00
New Mown Hay No. 12	1.50	Bouquet No. 12	2.00
New Mown Hay No. 13	2.00	Spray Odor No. 195	4.80
Oriental	1.50	Spray Odor No. 353	4.50
Narcissus	2.25	Spray Odor No. 457	3.75
Violet No. 11	3.00	Spray Odor No. 276	3.00
Violet No. 12	1.75	Spray Odor No. 259	2.00
Mint No. 11	1.50	Spray Odor No. 11	5.50
Mint No. 12	1.00	Spray Odor No. 12	5.00
Honeysuckle No. 11	3.25	Spray Odor D. No. 5	5.25
Honeysuckle No. 12	3.00	Spray Odor No. 23	4.50
Rose No. 11	2.25	Tuberose	4.25

Perfumes for Deodorizing Blocks

Special solutions to be used from 1 to 2 pounds to 100 pounds of deodorizing crystals. They can be used with *either* paradichlorbenzene or naphthaline, or a combination of the two. *Any of the following colors may be used with any of the odors listed below.*

Colors

Amber
Blue
Chypre green
Light green
Rose
Violet
Yellow

Odors

Bouquet—many bouquets to choose from, state type wanted.
Cedar
Hay
Jasmin
Lilac
Lily
Narcissus
Orange
Oriental
Peppermint
Pine
Rose
Violet

Grade A—any of the above odors with or without color..$2.50 lb.
Grade B—any of the above odors with or without color..$1.75 lb.

van Ameringen-Haebler, Inc.

Aromatic Essentials

315 Fourth Avenue, New York
180 No. Wacker Drive, Chicago
438 West 48th St., Los Angeles
42 Wellington Street, E., Toronto

Factory, Elizabeth, N. J.

Specialists in doing
one thing well

Baird's

Reg. U. S. Patent Office

For over a quarter
century manufacturers of

TESTED and CERTIFIED

DISINFECTANTS

for the wholesale trade

BAIRD & McGUIRE, Inc.

HOLBROOK, MASS. ST. LOUIS, MO.

MEMBER
NATIONAL ASSN. INSECTICIDE AND DISINFECTANT MFRS. INC. 1914 INC.

Say you saw it in SOAP!

INSECTICIDE AND DISINFECTANT SECTION

A Department of SOAP

SOAP is official publication of *The National Assn. of Insecticide and Disinfectant Manufacturers.*

Pyrethrum Concentrates

WE hold no brief for the innumerable liquid insecticides on the market, mostly sold locally, which are far below the standards of the trade. They injure the business of all household insecticides and are a constant menace to the industry as a whole. We would like very much to see them forced off the market. At the same time, we do not see how it is possible to eliminate them with one fell sweep. Neither do we see that it does any good for the manufacturers of standard brands to weep into their beards and point the finger of blame at the leading millers of pyrethrum. If these latter refuse to sell the small maker of low grade products, there are any number of other makers and sellers of concentrates, either real or so-called, ready to step in and take the business, or to urge new and unqualified people to enter the insecticide business. Events of the past two years have proven this conclusively.

The fault does not lie alone with pyrethrum concentrates. Cheap low-grade competition has been the bane of almost every industry for ages. If the insecticide business is such that the requirements of entrance for new comers are simple, then it is just unfortunate for the insecticide industry. The solution of the problem does not lie in shutting off the raw material supply, which in actual practice would be an impossibility. If the corner druggist insists upon making his own insecticide, he will always be able to secure a pyrethrum concentrate whether he gets it direct from a pyrethrum miller or elsewhere.

In blaming their ills on concentrates, the insecticide people are viewing their problem from the wrong end. The real solution would be in a stringent quality standard which would eventually force sub-standard products to quit the market. The example in this regard might well be set by some of our leading and best known insecticides. The mere fact that the local druggist or grocer can make up an insecticide and compete is evidence in our mind that there must be something weak in the quality of the products against which he competes. His ability to compete most certainly is not all due to a ready supply of raw material in the form of concentrates.

Pyrethrum concentrates have their place. Some of the leading branded products are made with them. Their elimination by the major pyrethrum suppliers would not aid one iota in solving the problem of small-time local competition.

—o—

Caution may be a business virtue, but how some houses who have pulled in all their salesmen and quit all advertising and selling efforts, expect to continue to do *any* business, is more than we can figure out. Maybe a new or an improved product might go well right now while the old product is in a rut.

National Assn. of Insecticide and Disinfectant Manufacturers

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Merck & Co., Rahway, N. J.

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Active—Open to manufacturers and wholesale distributors of disinfectants, germicides, deodorants, insecticides, liquid soaps, polishes, and allied products. Dues—$75.00 per year.

Associate—Open to firms supplying raw materials, containers, equipment, etc., to the membership. Dues—$50.00 per year.

For further details, communicate with

NATIONAL ASSOCIATION OF INSECTICIDE & DISINFECTANT MANUFACTURERS

Harry W. Cole, Secretary
HOLBROOK MASS.

Notes of the Trade

Fletcher H. Long has been elected a director of McCormick & Co., Baltimore, to fill the unexpired term of the late Willoughby M. McCormick.

—o—

G. Dibel of Germo Manufacturing Co., St. Louis, makers of sanitary products, has taken over the duties of F. L. Fraser who resigned his position with the company since early this year.

—o—

R. M. Hollingshead Co., Camden, N. J. maker of "Whiz" auto polish, has recently put on the market a new non-rubbing floor wax under the "Whiz" brand.

—o—

J. A. Tumbler Laboratories, Baltimore, waxes, polishes, etc., will shortly open a plant in Toronto, Canada, for the manufacture of stocks for the Canadian and British Empire market.

—o—

Clean Home Products, Inc., Chicago, makers of Apex moth products, have appointed H. W. Kastor & Sons Advertising Co., Chicago, as advertising representatives.

—o—

In February the Standard Oil Company of California extended its sales territory for Calol Fire-Kil gas insecticide from the state of California to include the entire Pacific Coast.

—o—

S. B. Penick, head of S. B. Penick & Co., New York, was elected president of the New York Drug & Chemical Club at the February meeting. Other officers include A. A. Wasserscheid, Mallinckrodt Chemical Works, treasurer, and Edward V. Killeen, Geo. Lueders & Co., and Joseph Huisking, Charles L. Huisking & Co., members of the board of governors.

—o—

"Parko" polish for autos, furniture and floors, made by the Park Chemical Co., will be advertised through Hanff-Metzger, Inc., Chicago advertising agency.

—o—

Chlorine Chemical Corp., New York, is marketing a new calcium hypochlorite cleanser under the name "Da-Ko." It is intended for general household use and will retail at 15 cents.

—o—

Net profit of the Lambert Company, St. Louis, for the year ended December 31, 1932, totaled $3,763,706, after taxes and other charges. This was equal to $5.02 a capital share and it compared with a net profit of $6,143,129, or $8.20 a capital share for the year 1931.

—o—

The name of the Central Exterminating Co., 799 Broadway, New York, has been changed to Abalene Exterminating Co.

The Steam Sprayer for Insecticides

THE steam vaporizing machine is the item which seems to be attracting the greatest attention in the insecticide field today. The first machine of this type was put on the market last summer and apparently it is to be followed by a number of similar devices during the coming season, if reports are true. This new steam vaporizing or spraying equipment has been called merely a flash-in-the-pan by some and by others the greatest development yet in insecticide application. Because of the controversy, we have tried to find out about some of the merits and drawbacks.

For those who are not familiar with the steam application of insecticides, a brief explanation of the principle behind the machines will be given, as those which have come to our attention thus far, operate on the same general basic principle. In place of a stream of air being passed over the top end of the capillary tube immersed in the liquid insecticide, as in the case of an ordinary hand or electric sprayer, the steam vaporizer shoots a fine stream of steam across the tip of the tube. This throws out the usual mist of liquid insecticide, at the same time mixing the mist with steam and raising its temperature considerably. The steam pressure in the average steam vaporizer is stated to run from five to nine pounds, varying with the machine and conditions. In the small machines, the spray is thrown some five to six feet from the spray nozzle, and in the larger types from ten to fifteen feet.

There are several different types of vaporizers being made today, some with external electrical heating units and others with internal heating units in the form of carbon, bronze or similar electrodes. The external units consist merely of a small electric stove outside and underneath the miniature boiler for generating the steam. The electrode type has two electrodes either vertically or horizontally immersed in an electrolyte, such as ordinary salt solution. The resistance to the passage of the electric current heats the water to boiling, generating steam which is forced from the nozzle and across the tip of the capillary by its own pressure. The use of alternating current is apparently best. The use of direct current is reported accompanied by a disintergration of the positive electrode, and electrolysis of the salt solution with the liberation of chlorine in small quantities mixed with the steam.

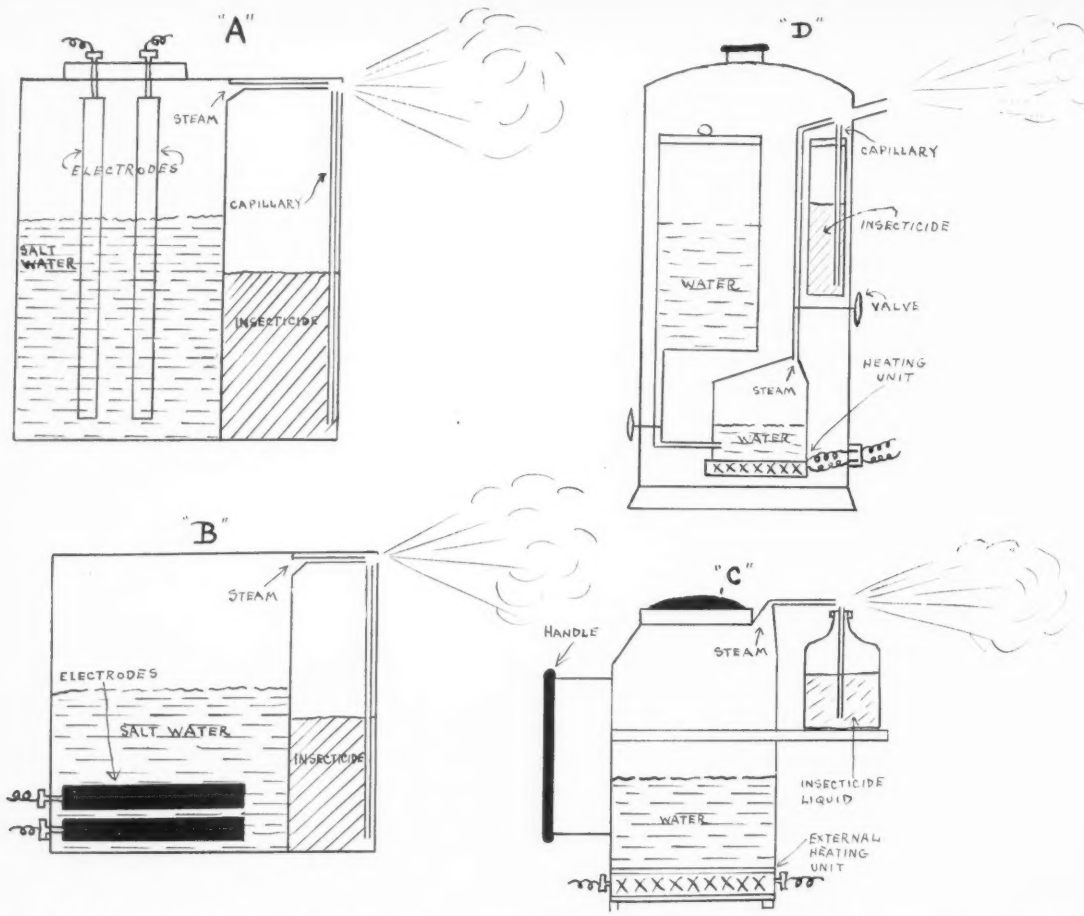
The electrode type of heating unit has the advantage of automatically shutting itself off as soon as the water has boiled away to a point below the bottom of the electrodes, or below the top electrodes where they are in a horizontal position. The external heating type requires a time clock or other control device to throw a switch. The electrode type, however, is slow in steam generation. Also, if too concentrated an electrolyte is used, a fuse may blow. In the smaller units, 24 to 32 ozs. of water with a small pinch of salt is used as a charge in the steam generator with three to eight ounces of insecticide liquid. In the larger units, two to three gallons of water are used with a gallon of insecticide.

THE insecticides themselves have been found to vary considerably. Pyrethum extract forms the base of the liquids. Petroleum distillate (special kerosene) is the chief solvent, although ethylene dichloride, carbon tetrachloride, and others are also present in some of the liquids. In one case, chloroform was present in appreciable quantity. For ordinary use to which the atomizers are put, that is against roaches, moths, and bed bugs, a concentrated pyrethrum extract representing from five to eight pounds per gallon of pyrethrum flowers is used. Against flies and mosquitoes, a regular one-pound-to-the-gallon pyrethrum product does the work, but inasmuch as these atomizers are not ordinarily used against flies, the results do not have any material significance.

The advantages of the steam vaporizer, as worked out in actual use, are the apparent greater effectiveness and penetration of the insecticide at the higher temperature, and the ability to set the machines up and permit them to operate for some time without an attendant, a material saving in labor. In a Peet-Grady Chamber, we are informed, they give a high kill and show evidence of considerable effectiveness. Among the disadvantages appear to be the difficulty with the small machines in securing and maintaining a sufficient uniform concentration of insecticide mist, due to the fact that the average machine does not run long enough or produce sufficient volume. Others are the concentrating of the spray in a single spot or direction, causing accumulation of moisture from condensing steam and oil.

For industrial uses, larger units are reported being developed which can fill a volume of several thousand cubic feet with mist within a few minutes. One type it is stated, will generate enough steam within one minute after hooking up with the current to enable it to throw a spray fifteen feet. This type uses a large unit with very small boiler and auxilliary water tank.

Several sidelights of the steam vaporizer for use in the application of insecticides have appeared. They



Rough sketch showing the principles involved in some different types of steam insecticide vaporizers. A.—Vertical electrode type. B.—Horizontal electrode type. C.—External heating unit type for small vaporizer. This general type construction with vertical electrodes used in original insecticide vaporizer. D.—Principle of one heavy-duty industrial type. Small quick-heating boiler with auxiliary water supply.

include its use for the application of disinfectants and deodorants where the higher temperature of a steam jet may have advantages. It is understood that these latter are receiving some experimental attention at this time. A parallel case of interest is the use of a special nozzle attached to a live steam line in plants, mills, and warehouses for larger scale extermination work against roaches, beetles, moths, weevils, etc. Reports state that this latter is now being tried out with some success under certain conditions.

—o—

Emulsifiers and soaps for making spraying oils have been studied. Linseed oil has been found unsuitable for making spraying emulsions. General formulæ have been developed for preparing moderately stable soaps, containing insecticidal and ovicidal oils and spray substances such as naphthalene. These soaps yield perfect, stable, oil-in-water emulsions of the oils on soaking in water, with subsequent shaking, but the percentage of toxic oil which can be so held is probably too low to advocate the general use of these soaps. R. M. Woodman. *Journal of the Society of Chemical Industry*, 1932, pages 358 to 360T.

Standardization of the toxic oil in spray emulsions is discussed. Fusel oil may replace phenols as an aid to dissolution in the preparation of a miscible oil. The miscible oil-forming tendency of various mixtures of fusel oil and soap has been measured and the character of the emulsions from these miscible oils studied. The effect of incorporation of rosin oil and of water has also been investigated. R. M. Woodman, *Journal of the Society of Chemical Industry*, 1933, pages 4 to 6T.

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Charcoal mixed with Paris green, 99 parts to one, has been shown to be an effective larvicide against culex mosquitoes in laboratory containers and in a pond where the water was not moving. An investigation of the feeding habits of *culex quinquefasciatus* shows that these larvae feed at the surface, below the surface, and at the bottom of shallow water. Paris green, if supported by charcoal and kept afloat, will not only destroy all anopheles larvae, but will kill a high percentage of *culex quinquefasicatus* larvae as well. P. F. Russell and A. P. West. *The Philippine Journal of Science*, volume 49, 1933, pages 651 to 674.

Warning Gases in Cyanide Fumigation

By Dr. Edward Bocker
Chief, Drug Inspection, N. Y. Dept. Health

THE general use of hydrocyanic acid, commonly referred to as HCN, in fumigation work, and the recognized fact that it is the most efficient of all fumigants, has led to many studies and suggestions as to methods which would increase the safety of its use. HCN is highly toxic and acts with great rapidity. These are the very qualities which make it supreme as a fumigant, and at the same time, make it necessary to take all precautions possible to prevent accidents. The New York City Department of Health has taken the attitude, not only with respect to HCN, but for all fumigants, that nothing can take the place of careful operation, secured and insured by official regulation and control. Nevertheless, it encourages all technical developments which may add to the safety of fumigating operations and will keep an open mind toward them until they prove their worth.

Many suggestions have been made that a warning gas might be incorporated with HCN and thus increase the safety of its use. Unless a warning gas is wholly satisfactory, it is not satisfactory at all. Like the safety belt of the window-washer, unless it is reliable every time, he is better off without it, otherwise a false sense of security is created which will ultimately result in disaster.

The idea of "Safety" is even subject to unwarranted commercial exploitation which if not checked is sure to lead to accidents. An instance in point is a so-called "Safe" fumigating product based on a development of the U. S. Public Health Service which was later dropped by them, after extensive experimentation. It consisted of a mixture of sodium cyanide and sodium chlorate, which in contact with a solution of hydrochloric acid in water generated a mixture of about 30% HCN and 70% cyanogen chloride. The cyanogen chloride is a tear gas but is also very toxic, so that the mixture of gases could not by any stretch of the imagination be considered "safe." Nevertheless, it has been so advertised.

Warning gases must be considered from two angles: first, the pre-warning effect; and second, the post-warning value. The idea of a pre-warning gas is to prevent a person walking into a space under fumigation, to warn a person who might be in a building when the gas was applied, and to warn of leaks into adjacent spaces. Of these three, the first two are of questionable value, as any experienced fumigator knows. The third, namely, warning of leaks, would be of great value providing the warning gas could be relied upon.

The leakage of gas into an adjoining space can take place by diffusion of the gas through walls or partitions, or small holes. Such diffusion follows the well known rule that the rate is inversely proportional to the square root of the density. Thus HCN diffuses about one and one-half times as rapidly as cyanogen chloride, and more than twice as rapidly as chloropicrin. It is evident, therefore, that neither of these warning gases even approach the ideal.

The question of post-warning is perhaps of even more importance. By post-warning we mean a warning which will always be present as long as the HCN is present, and which, of course, must disappear when the HCN is gone. This would be very valuable in the airing-out process after a fumigation. HCN is absorbed during a fumigation by the walls, bedding, rugs, hangings, and the like. None of the known warning gases are absorbed in as great a proportion, and therefore are likely to be aired out of the space before all the HCN is gone.

The two warning gases mentioned, namely, cyanogen chloride and chloropicrin, are both lacrimators, or tear gases There is a question whether such materials with a strong physiological action are desirable. The blinding effect produced might prevent men from getting out of a fumigated space from which they could have escaped if only HCN had been used. The same objection can be raised to the use of sternutators, or "Sneeze Gases" which are particularly dangerous to a man wearing a gas mask which has leaked a little, as the sneezing is almost sure to loosen the mask. Chemicals with a distinctive odor such as certain of the mercaptans, isocyanides and thiocyanates have been suggested, but none of them have come into commercial use. Perhaps this type of material, namely, a chemical with a distinctive odor, may offer the best possibility as an ideal warning agent.

In conclusion, it is felt that any warning gas should be considered on its own merits and development work continued. Meanwhile reliance must be placed on careful regulation and it is worth remembering that it has been repeatedly demonstrated that when sensible regulations are sensibly administered, fumigation work can be carried out without accidents.

Increase The Sale Of Your Products With Breuer's

TORNADO Electric Sprayers

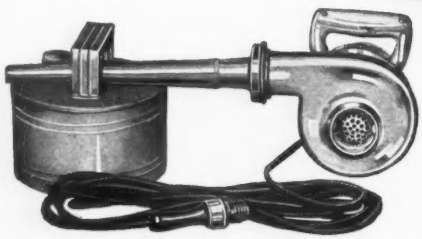
You can increase the sale of your insecticides by supplying your customers with the proper method of application.

TORNADO Electric Sprayers lead the field. Thousands in use. New developments and improvements in design and construction place TORNADO Sprayers far in advance of out-of-date methods, insuring satisfactory application and encouraging the more frequent use of your product.

There is no line so complete or that embodies so many exclusive and modern features of sprayer design and operation. Three models—see illustrations and descriptions below.

Model 53 new Compressor Type unit. Will break insecticide into *finest* mist and gas formation mechanically obtainable. Floats throughout spraying area for many minutes—a truly de luxe model! ⅛ H.P. G.E. Universal Motor. 1 quart metal container. 20′ of rubber covered cable.

Model 50 Fan Type unit. A fine insecticide atomizer. Sprays distance of 8′ to 10′. ⅛ H.P. G.E. Universal Motor, 1 pint glass jar. 20′ of rubber covered cable.



Model 6 Fan Type unit. Will break insecticide into a very fine mist. Sprays 18′ to 20′. ⅓ H.P. G.E. Universal Motor, Norma Ball Bearings, 1 gallon metal container. This model is for larger institutions, warehouses, industrials, etc., and is also highly recommended for moth-proofing solutions. Write today for complete description and circulars.

MEMBER NATIONAL INSECTICIDE AND DISINFECTANT MFRS. ASSN. INC. INC. 1914

BREUER ELECTRIC MFG. CO.
862 Blackhawk St. Chicago, Ill.

REILLY

Coal Tar PRODUCTS
Carbon PRODUCTS
Chemicals

CRESYLIC ACID
CRESOL
CRESOL U. S. P.
XYLENOL
TAR ACID OILS

- - and other Coal Tar Chemicals for the

SOAP and DISINFECTANT INDUSTRY

REILLY

CHEMICAL CO., Inc.
Merchants Bank Bldg.
INDIANAPOLIS

Advertising Insecticides More Effectively

By Evans E. A. Stone*

A WELL-STOCKED grocery store carries about two thousand items; the hardware store and drug store have even more. A manufacturer cannot rely on retailers to tell customers of the thousands of items they carry, much less to go into the details of each product. Continuous educational advertising is necessary to get new customers, hold old customers and get as much as possible of your customers' business. There is the classic story of the manufacturer of baked beans who prepared his copy and illustrations, and chose his media with the idea of convincing the public that his were the most toothsome baked beans on the market. He tried to get as much business as possible from competing manufacturers. He found his sales increased very slowly. The advertising was good, it seemed ample, but the results were unsatisfactory.

Eventually, a market analysis disclosed that in about sixty per cent. of the homes, baked beans were a negligible part of the diet; about twenty per cent. of the housewives baked their own beans; about ten per cent. bought his product, and the remaining 10 per cent. bought from his various competitors. Instead of directing his advertising to the sixty per cent. who were not eating baked beans, and developing a market with them, or inducing the twenty per cent. who baked their own to buy from him, he was expending all his advertising energies in a struggle to get the ten per cent. of the market that was supplied by his competitors. He changed his advertising to appeal to the eighty per cent. who were not buying baked beans, and found that it was many times more resultful.

Market Research

Market research tries to estimate the size of the market, to find out likes and dislikes, to determine the prejudices and even superstitions of consumers, to measure the strength of competition, and to discover the strong and weak points of a product. A manufacturer is inclined to over-estimate greatly what the public knows of his product. It is difficult for him to get the point of view of the consumer. He is apt to emphasize the things he likes to talk about rather than the things that his consumers want to know.

More and more advertisers are telling the public how to do something. Recent analysis of a women's publication showed that over forty per cent. of the advertisements contained information of such value to the housewife that it might reasonably have been printed in the editorial pages.

With products already on the market, advertising will usually take one or more of three directions; first, to extend the territory; second, to increase the number of customers within a territory already partially covered, and third, to increase per capita consumption—that is, to encourage those who are already using the product to use it more extensively.

Many cases are on record where two competing products are of almost parallel merit, and where one competitor got the jump on the other by unearthing a new talking point or developing a new use for the product. After one manufacturer's advertisements have appeared, it is often sheer folly for his competitor to make a similar claim.

In advertising as in football, the strong offense is likely to be the best defense. We should not jump to the conclusion that because an advertiser covers certain points in his advertisements, they are necessarily the most profitable ones for us to use. Finding new uses, new talking points for your own product, is the most effective way to meet any competitor.

General liquid household insecticides have been widely advertised and sold for the destruction of flies and mosquitoes. There are a number of other uses which have received scant attention, almost to the point of neglect.

The Bedbug

To the fastidious, the bedbug is a revolting insect, but it has long been a factor in the life of man, apparently being associated with him ever since people began sleeping on beds.

Throughout the United States it is generally called "bedbug," although several sections have given it other names. In Baltimore, for example, it is recognized as "mahogany flats." Other sections of the South refer to it in many cases as the "chinch," and also as the "Palmetto bug." Attempts to secure accurate information on the prevalence of bedbugs are usually fraught with difficulties leading to conclusions, that are both "false and misleading."

One recalls the recent test conducted by Good Housekeeping, in which fifty-four women took part, and were asked to fill out a questionnaire on "How Women Use Insecticides and How Often."

Only one woman admitted on her questionnaire that her home had bedbugs. She also said. "And if the rest would tell the truth, there would be fifty-three others write 'Yes.'"

A large exterminator has recited a typical conversation that takes place over their company telephone every day. "Do your men come in uniforms?" "No, Madam, and they come to your home in private cars." "That's fine, will you send a man over today?"

"Even then," he says, "women are reluctant to believe that no one will hear about the exterminator coming to her house. Usually they hope that, "Your man will be discreet, I'd hate to have the neighbors know about this."

How Bedbugs Spread

Big Cities. It is generally accepted by entomologists and by the Health authorities in Washington that bedbugs are always found in urban centers. They escape complete extinction because they are constantly being transported from one place to another. Urban movie houses offer, perhaps, the greatest chance for personal infestation. A prominent exterminator says that modern movie houses are perfect breeding places for the bug. The air in theatres is usually artificially heated or cooled. Seldom will the building reach a temperature cold enough to kill the bedbugs. There is little or no sunlight. Since the bedbug lives on human blood, with four shows a day, there is always plenty of food and the soft cushioned seats offer perfect hiding places and better breeding places. Movie theatres are usually serviced on a weekly basis. As many as a bucketful of bedbugs have been removed from the luxurious cushioned seats on a weekly service trip. People carry them in, others carry them away.

And the movies are but one of many ways, city people pick up and carry the bedbug back into homes. There are many others. People who ride the subways are constantly exposed. And the bedbug has been known to come in on laundry. Taxi seats also serve as a resting place as he travels from one body to another. As if this did not offer risk enough, another entomologist reports: "When buildings are close together, bedbugs have been known to move from one house to the other."

If you don't, at least, expose yourself to the possibility of getting bedbugs on yourself in a big city, the chances are you don't go out. Of course, even if one picks them up, personal cleanliness in the home, proper care of clothes, etc., may prevent infestation. But there is no shame in having bedbugs in big cities. It is estimated that eighty-five per cent. of all the homes in New York are, or have been, infested at one time or another. Vacating a home and thus depriving the bug of food is no sure cure for badly infested homes. Experiments show that the

*Before Natl. Assn. of Insecticide and Disinfectant Mfrs., Dec., 1932.

1/3 OF YOUR MARKET

This woman buys the soap for forty million pairs of hands.

She purchases the cleansers for ten million American homes.

The farm woman is the purchasing agent for 35.8% of the population of the nation.

One magazine, and one magazine only, is published exclusively for her.

THE
FARMER'S WIFE
Webb Publishing Company
NEW YORK SAINT PAUL CHICAGO

The makers of these products are cultivating this great market . . .

RINSO
BON AMI
P&G NAPTHA
LUX
OXYDOL
OLD DUTCH CLEANSER

Say you saw it in SOAP!

bedbug can survive practically a year and perhaps more without food.

Prevalence in Rural Homes. Dr. Back, Entomologist of the Department of Agriculture, says: "I have known but mighty few farm houses that have not had bedbugs at some time or other." C. W. Woodworth of the University of California Agricultural School reports: "It is most frequent, perhaps, in bunk houses and is one of the problems of everyone employing migratory labor."

How Spread on Farms. Migratory labor is blamed by many for the spread of bedbugs into hitherto exempt farm homes and buildings. Hired men come from all parts of the country. They have lived probably under doubtful conditions. Many bring bedbugs in from the place in which they have slept. Others from personal infestation. Tourists are blamed by many farmers. The introduction of tourists' homes and lodging for the automobiling transient has opened homes to strangers. They may carry bedbugs in their clothes from one tourist lodge to another.

Do Bedbugs Spread Disease. The bite of the bedbug is decidedly poisonous to some individuals and causes some slight swelling and a disagreeable inflammation, but its role as a disease carrier has not been satisfactorily determined. It seems obvious that an insect living on blood should be able to transmit the diseased blood to another. A study of recorded disease does not give adequate proof that diseases common to America, are carried chiefly by this insect. The bedbug must, authorities say, share responsibility as a transmitter with other biting insects such as body lice and fleas.

Are Bedbugs Increasing? One female may lay eggs at the rate of from one to five a day over a period of two months. Sometimes larger batches are laid, and there is record of 190 eggs obtained from one captured female. The United States Government figures on number of inquiries, are perhaps one of the soundest indicators. It is the belief of the Documentary Department at Washington, that individuals only send for Government data books, when they have exhausted every other means of finding the kind of information they want.

Following is a summary compiled by Mr. Tisdale, Superintendent of Documents, showing the number of requests they receive in Washington.

	Bedbug Booklets Sold	*Given Free*	*Total*
1925-26	163	22,104	22,267
1926-27	295	22,504	22,799
1927-28	331	29,221	29,552
1928-29	1,267	22,339	23,606
1929-30	503	29,549	30,052

It is interesting to note that there seems to be no unusual slump in inquiries during the winter months. Man's messmate is always kept confortable.

A well-known Farm Publication sends in a report of its inquiries during August 1931, as follows: Roaches, 255; house ants, 634; bedbugs, 753; flies, 629.

The Ant

The United States Department requests for booklets reveal this nation-wide reaction to the increase of ants.

	Sold	*Free*	*Total*
1925-26	268	27,267 house ants	.....
	79	3,964 Argentine ants	31,578
1926-27	445	34,793	.....
	67	6,460	41,765
1927-28	371	47,761	.....
	91	6,485	54,708
1928-29	772	24,535	.....
	125	5,330	30,762
1929-30	751	46,065	.....
	163	5,268	52,247

A prominent Farm Publication reports the following inquiries about ants:

1929 April to December	1,169
1930	3,521

Reinfestation from ants can and does occur over and over again. Homes are easy of access to ants; in some neighborhoods almost as easy as to flies. Thus the job of the housewife in fighting ants is likely to be prolonged indefinitely.

The Roach

Every bit of published material condemns the cockroach as one of the nastiest and most offensive insects that frequents human habitations. I quote from a Government official: "The German cockroach has so multiplied in the Eastern United States that it is now known as the commonest and best known of the domestic pests." The American roach, another one of the four common kinds, is one of the most annoying and injurious of all roaches. It is a notorious house pest abundantly found in the Middle and Western States. The Australian roach, a third species, is unusually common in the Southern States of America, particularly Florida. The Oriental cockroach was an early bother to the American colonists on the Eastern seaboard, and following the suggestion of Horace Greeley, has worked his way as far westward as New Mexico.

Roaches enter homes by many ways. They come in with grocery orders. They ride in on furniture. They slip down through connecting floors. They thrive on warm moist home interiors. They find numberless hiding places in the multitudinous under-the-floor and in-the-wall pipes. With all these opportunities to enter the home, it is no trick for a roach to locate food. Any city is full of food that is tossed aside, and rare is the housewife who keeps all her food hermetically sealed. Dr. Howard and Dr. Marlatt report seeing what seemed to be thousands of roaches by one common impulse abandon their old quarters and start in search of a more favorable location. They believe that such migrations occur numberless times under cover of darkness. This phenomenon may account, they believe, for the way in which new houses frequently become suddenly over-run with these pests.

Do Roaches Spread Disease? The roach is another type of insect which is suspected of carrying disease germs. Breeding as it does in dark, damp places, it seems very possible that it could be a confirmed carrier. It is the habitue of urinals and toilets. It skulks around the cracks. It may have traveled over filth the very night it has also roamed around a home kitchen testing the sweets.

The domestic roaches feed on almost any dead animal matter or excretion. They soil everything they touch. They leave a roachy odor. (This odor comes partly from excrement, but chiefly from a dark colored fluid secreted from the mouth.) Recent experiments show that cockroaches may transmit many intestinal diseases mechanically. The bacilli of tuberculosis and the bacilli of leprosy pass through the roach unharmed and virulent. From these statements it will be seen that the cockroach is a potential disease carrier far more to be dreaded than either the ant or the bedbug.

Are Roaches Increasing? The requests for information received by the Government show no startling ups and downs. They maintain a high average over a period of six years, increasing slightly.

	Booklets Sold	*Free*	*Totals*
1925-26	185	20,609	20,794
1926-27	366	21,978	22,344
1927-28	534	24,805	25,339
1928-29	1,041	24,364	25,405
1929-30	428	27,060	27,488

The Agricultural Experiment Station in Minnesota, believes that the cockroach is so annoying to rural homes that it has prepared a special bulletin on this insect with special reference to the German species.

From the foregoing it will be seen that there is no evidence to indicate that roaches are on the decrease; on the contrary, all the evidence indicates that this pest, already so common, is still spreading. The end is by no means in sight.

The Moth

True Story Magazine questioned 2,000 of the most recent purchasers of True Story Cook Book, receiving 266 replies. Of these who replied., 96% protect their clothes and house against moths and other insects. 93 brands of insect killers were mentioned. The four brands most frequently mentioned were listed 29, 17, 17 and 11 times respectively. They were all general household insecticides.

POWDERED AND GRANULATED

PYRETHRUM

Years of experience and long established buying contacts insure the high quality of McCormick's Pyrethrum. But more than high toxic content is required for the efficient use of Pyrethrum, it must be properly ground in order to extract the pyrethrins. A close examination of McCormick's Powdered Pyrethrum will clearly show uniformly fine particles due to the air flotation process; and of McCormick's Granulated Pyrethrum, that *all* the achenes are broken up, thus allowing maximum extraction to be obtained.

CONCENTRATED OIL EXTRACTS

having known killing power that is guaranteed, are manufactured by experts under the most rigidly controlled methods. A highly refined odorless water-white kerosene is used for a base.

● ROTENONE . . . . .

properly compounded with Pyrethrum will stay in solution and yield the greatest kill most economically. Investigate McCormick's combinations before purchasing Pyrethrum and Rotenone solutions to insure highest quality at lowest cost.

● STEAMOL . . . . . .

is a new non-poisonous insecticidal concentrate developed for proper dispersion by means of the steam atomizer. It has a high killing efficiency and will produce no obnoxious odors. Sold in bulk only.

STANDARDIZED LIQUID AND DUST PYRETHRUM INSECTICIDES

McCORMICK & CO., INC., BALTIMORE, MD.

PINE OIL DISINFECTANT

Produced by the U. S. Government Hygienic Laboratory Method. High in germicidal and cleaning properties, assuring you of dependable and uniform quality. It is non-toxic, non-irritating, non-corrosive. Will not injure body tissues, cloth or metal. A high grade material that you should handle.

DISINFECTANTS SANITARY SPECIALTIES ETC.

INSECTICIDES CLEANING COMPOUNDS ETC.

Write for Quotations and Samples

FOR THE WHOLESALE JOBBING TRADE ONLY

CHEMICAL SUPPLY COMPANY

2450 CANAL ROAD CLEVELAND, OHIO

SINCE 1897

Say you saw it in SOAP!

A question, "How and Where do you use it?" brought the following replies:

Closets	212 or 83%
Clothes	193 " 75.7
Furniture	135 " 52.9
Chests	107 " 40.0
Rugs	102 " 40.0
Vacuum cleaner	28 " 11.0

235 or 92% reported satisfactory results. 2% did not; 5% did not answer; 90% of those replying stated that they intended to protect their clothes and furniture from moths this fall; 70% of those replying do not have a cedar chest; 51% have no garment bags.

A Consumer Survey

A year or two ago some interviews were had with some 1,385 women in various large cities throughout the United States. They were asked whether they did anything to keep their house free from flies. 1,120, said yes; 265, said no. Of those who said yes, the following means were mentioned: Swatters, 623; fly paper, 84; liquid insecticide, 665; powder insecticide, 167; screens, 95; miscellaneous, 12.

Those using insecticides were asked where they used it most. The replies were as follows: All over the house, 457; kitchen, 274; porch, 79.

Asked whether they used insecticides for other insect pests, such as mosquitoes, 569, said yes; 177, said no. Of these 301 mentioned mosquitoes; 153, ants; 117, roaches; and characteristically 19 bedbugs.

What the Drug Chains Thought

Drug Chains were asked "What is the chief insect which a household insecticide should be advertised to destroy?" They replied as follows:

Liggetts, New York	Roaches.
Walgreen Co., Chicago	Moths.
Arrow Drug Co., Chicago	Roaches, flies.
Peoples Drug Stores, Washington, D. C.	Moths, bedbugs.
May Drug Co., Pittsburgh	Roaches.
Standard Drug Co., Cleveland	Roaches, moths, flies.
Gallagher Drug Co., Dayton	Flies.
Day Drug Co., Akron	Roaches, flies, bedbugs.
Media Drug Co., Philadelphia	Roaches, flies, mosquitoes.
Schramm-Johnson Drug, Salt Lake.	Flies.

Grocery Chains

Grocery chains were asked the same question, and replied as follows:

Boston	Ants, mosquitoes, flies.
Bridgeport	Mosquitoes, moths.
Worcester	Ants, moths, flies.
New York	Roaches, bedbugs, flies.
Brooklyn	Roaches, flies.
Buffalo	Flies.
Philadelphia	Flies.
Tampa	Roaches.
Chicago	Flies.
Springfield, Ill.	Moths, flies.
Terre Haute	Flies.
Owosso	Flies.
Roanoke	Flies.
Minneapolis	Flies.
Little Rock	Flies.
Denver	Flies, roaches, ants, moths.
Pacific Coast	Ants, moths, flies.

Conclusion

Undoubtedly there are a great many ways in which we might advertise more effectively. The use of household insecticides to get rid of bedbugs, ants, roaches and moths has not received the same attention in our advertising as that according to flies and mosquitoes. Yet it is an important consideration to the public, especially in the large cities where considerable advertising expenditures are being made. The delicacy with which the subject must be handled does not detract from the importance of the task. Perhaps if we can solve this problem we shall have found a more effective way to advertise.

Who knows?

Grasselli Buys Fly-Tox Agriculturals

Grasselli Chemical Co., Cleveland, a subsidiary of E. I. du Pont de Nemours & Co., Wilmington, Del., has bought out the agricultural spray products division of Rex Research, Inc., Toledo, makers of Fly-Tox and other insecticides. The purchase includes the agricultural insecticide plant at Toledo, but does not include Fly-Tox or other parts of the household insecticide business. Rex Research, Inc., has been in a receivership for the past two months with J. W. Lyons as receiver. It is understood that Grasselli was considering the purchase of the entire Rex business. Manufacturing and selling headquarters for Rex products will for the time being remain in Toledo. Negotiations for the Grasselli interests were conducted by C. A. Grasselli.

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Propose Exterminating Law in Penna.

A bill to regulate the exterminating and fumigating business in the State of Pennsylvania has been introduced in the legislature there. The bill provides for licensing by the state of fumigators and exterminators separately, for examinations of candidates, for fees of $25 for fumigator's license and $15 for an insecticide-exterminator license, and $2 for an employe-operator license with a renewal fee of $1. A surety bond covering liability for $10,000 for one person and $20,000 for two or more, and a requirement of 30 days notice of cancellation by the insurance company to the state, are also required. The bill also covers the labelling of poisons used for exterminating.

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Lowell Offers New Electric Sprayer

Lowell Manufacturing Co., Lowell Mich., makers of a complete line of sprayers, have annouced a new electric sprayer No. 300. It is designed to compete with the steam equipment now on the market. The maker states that it consumes only about one-half as much current as the average steam outfit, being equipped with a Universal motor, for AC or DC current, that will develop an average of 20 lb. head pressure. A time switch is one of the outstanding features of the new sprayer. This switch permits the operator to set the sprayer for any length of time, eliminating the necessity for constant attention. Lowell's new equipment will handle any of the regular brands of insecticide. It is priced to permit ready sale. An illustration appears elsewhere in this issue in the Lowell advertisement.

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H. V. Adams Mfg. Co., 2221 Orchard St., Chicago, a division of the Foundry Supplies Mfg. Co., is marketing a new steam sprayer under the name "Dreadnaught." The company offers three models—the "Dreadnaught Junior" operated by electricity and weighing 5 lbs., a larger size electrically heated machine weighing 34 lbs., standing 27 inches high, and another model heated by oil weighing 40 lbs. and standing 29 inches high. The Adams Co. manufactures insecticides.

MEMBER NATIONAL INSECTICIDE AND DISINFECTANT MFRS. ASSN. INC. 1914 INC.

DISINFECTANTS

COAL TAR DISINFECTANTS
(Emulsion types - Coefficients 2-20)

SOLUBLE CRESOL DISINFECTANTS

LIQUOR CRESOLIS COMP. U. S. P.

TECHNICAL SOLUBLE CRESOLS

PINE OIL DISINFECTANTS

CATTLE SPRAYS

HOUSEHOLD FLY SPRAYS

Accurate technical control by graduate chemists

Send inquiries to

THE WHITE TAR COMPANY

BELLEVILLE PIKE - KEARNY - N.J.

For Faster, Cheaper Better Spraying

SPRAYIT Model 70

Easy to carry, easy to operate, Sprayit Model 70 applies insecticides, djsinfectants and deodorants rapidly, economically and efficiently.

Sprayit Model 70 is a positive pressure type unit and is not to be confused with the older and less efficient blower fan type sprayers. Positive pressure means finer atomization of materials, more rapid application, higher efficiency and general satisfaction. Only the gun is held in the hand, relieving the operator of any strain on arms or fingers. The compressor is carried over the shoulders by means of a comfortable strap or placed on the floor as desired.

Thousands upon thousands of Electric Sprayits are in use throughout the world. Furnish these standard Electric Sprayers to your larger customers and assure yourself that your product will have every opportunity to make good.

Send for Bulletin on Model 70 and other models.

Complete Line of HAND SPRAYERS

Sprayit also offers a complete line of hand sprayers ranging from small tin sprayers that retail at a few cents each to continuous sprayers, compressed air sprayers and other types used for the application of floor oil, etc.

Send for No. 32 catalog.

This is the Sprayit Peerless Sprayer of three (3) quart capacity. A convenient, low priced sprayer for use when high pressure and automatic control are desirable.

SPRAYIT—South Bend, Ind.

Prison Made Sanitary Products

Discussing the Hawes-Cooper Bill, covering the sale and distribution of prison-made goods, and which becomes law in January, 1934, Harry W. Cole, secretary of the National Association of Insecticide & Disinfectant Manufacturers, in a recent bulletin points out that the primary purpose of the law is to *restrict* interstate traffic in prison-made goods. If the Hawes-Cooper legislation is backed up by the state legislation it will have the effect of restricting the operation of prison industries, according to Sanford Bates, Director of Prisons of the U. S. Department of Justice. Inasmuch as the Hawes-Cooper Bill is aimed to divest prison-made goods of their interstate character and restrict their sale and use, opposition to the bill is illogical by sanitary supply manufacturers and distributors, according to Mr. Cole.

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West Disinfecting Co., Long Island City, N. Y., is offering a new lather type soap dispenser under the name "Latherator." The soap is dispensed in lather form and according to the makers, at a considerably lower cost to the consumer. By removing the old outlet valves and replacing them with the new "Latherators," present liquid soap systems may be utilized. It is understood that this new dispensing equipment is to become the subject of litigation on matters relating to patents, etc., the Monmouth Products Co., Cleveland, having had similar equipment on the market for sometime past.

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Leonard Schwarz of the Clifton Chemical Co., N. Y., spent most of the month of February motoring through the South, particularly in Florida.

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Latonia Chemical Co., Norwood, Ohio, has recently discontinued operations.

Crude Drug-Benkert Merge

Crude Rubber Importers, Inc., and W. Benkert & Co., both of New York, merged effective March 1. Consolidated offices are located at 100 Gold Street. The organi-

Richard J. Prentiss

Harold King

zation will operate under the name, W. Bengert & Co., offering a complete line of crude drugs, specializing in pyrethrum. W. Benkert & Co. has been operated for over twenty-five years as a crude drug brokerage house.

Principals in the merger are Richard J. Prentiss, who will continue as president, and Harold King, formerly of Crude Drug Importers, who becomes vice-president. J. Miller is secretary-treasurer. All three men have had long experience in the field. Mr. Prentiss has been identified with W. Benkert & Co. for the past twelve years. Harold King has had approximately fifteen years of experience in the pyrethrum end of the business, having served successively with McLaughlin, Gormley King Co., King & Howe, United Chemical & Drug Corp. and Crude Drug Importers. Both bring to the new organization an extensive and expert knowledge of the field it will serve.

Two new products have been added to the Bee Brand Insecticide line by McCormick & Co., Baltimore. Bee Brand Flea Powder and Bee Brand Insecticidal Soap have been added to Bee Brand Insecticidal Shampoo to complete the line of insecticidal products designed for use on dogs, cats, birds, and other pets. The new products contain special pyrethrum-derris combinations found to be especially effective against fleas.

KOPPERS

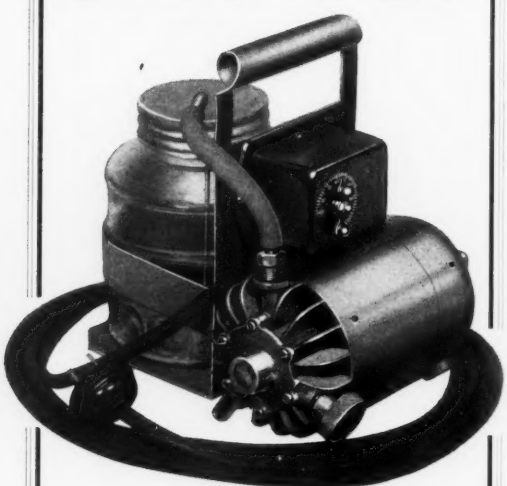
TAR ACIDS
CRESOL U.S.P
CRESYLIC ACID
98% & 100% • STRAW COLOR
TAR ACID OILS
PHENOLS
NEUTRAL
HYDROCARBON OIL

KOPPERS PRODUCTS COMPANY
1249 KOPPERS BUILDING
PITTSBURGH, PA.

LOWELL

Announces

A NEW
ELECTRIC
SPRAYER



No. 300

1. Heavy duty universal type motor for AC or DC current.
2. Develops 20# average head pressure.
3. Time switch permits stopping of motor at any desired period.
4. Motor consumes about one half as much current as steam outfit.
5. One quart glass container.
6. Safe and compact. An ideal outfit for exterminators.
7. Will handle any insecticide and is convenient, neat and easy to use.

FOR EFFICIENCY!

LOWELL MANUFACTURING CO.

MEMBER NATIONAL INSECTICIDE AND DISINFECTANT MFRS. ASSN. INC. 1914 INC.

LOWELL MICHIGAN

Say you saw it in SOAP!

Appoints Association Committees

Peter Dougan, president of the National Association of Insecticide & Disinfectant Manufacturers, has announced his 1933 committee appointments through a bulletin from Secretary Harry W. Cole. This year, the chief committees are divided into three main groups—Disinfectant Committee, Insecticide Committee, and Liquid Soap Committee—with various subcommittees on standardization, technology and nomenclature. General chairman of the Disinfectant Group is Samuel H. Bell of the Koppers Products Co., Pittsburgh; of the Insecticide Group, Charles P. McCormick of McCormick & Co., Baltimore; of the Liquid Soap Group, John V. Halaska of Acme Chemical Co., Milwaukee. The committees follow:

DISINFECTANT COMMITTEE

S. H. Bell, *Chairman*, Koppers Products Co.; C. C. Baird, Baird & McGuire, Inc.; H. A. Nelson, Chemical Supply Co.; J. H. Wright, Zonite Products Co.; Charles Auerbach, West Disinfecting Co.; H. M. Clark, Dr. Hess and Clark; H. W. Hamilton, The White Tar Co.; Dr. William Dreyfus, West Disinfecting Co.; Dr. Emil Klarmann, Lehn & Fink, Inc.; Dr. Geo. F. Reddish, Lambert Pharmacal Co.

Disinfectant Standardization Section

Dr. William Dreyfus, *Chairman*, West Disinfecting Co.; Dr. Emil Fanto, McKesson & Robbins, Inc., Fairfield, Conn.; Burton G. Philbrick, Skinner & Sherman, Inc.

Disinfectant Scientific Section

Dr. Emil Klarmann, *Chairman*, Lehn & Fink, Inc.; W. L. Savell, Mathieson Alkali Works; L. C. Himebaugh, The Pepsodent Co.

Disinfectant Nomenclature Section

Dr. Geo. F. Reddish, *Chairman*, Lambert Pharmacal Co.; Dr. H. D. Pease, Pease Laboratories; William A. Hadfield, General Laboratories, Inc.

INSECTICIDE COMMITTEE

Chas. P. McCormick, *Chairman*, McCormick & Co., Inc.; Dr. Robert C. White, Robert C. White Co., Philadelphia, Penna., W. J. Zick, Stanco, Inc., New York City; W. J. Andree, Sinclair Refining Co., New York City; W. G. Griesemer, Black Flag Co., Baltimore, Md.; Wallace Thomas, Gulf Refining Co., Pittsburgh, Penna.; D. P. Smith, The Dethol Mfg. Co., Washington, D. C.; N. J. Gothard, Sinclair Refining Co., East Chicago, Indiana; Dr. Charles H. Peet, Rohm & Haas Co., Philadelphia, Penna.; Dr. Alfred Weed, John Powell & Co., Inc., New York City, N. Y.

Insecticide Standardization Section

N. J. Gothard, *Chairman*, Sinclair Refining Co., East Chicago, Ind.; Dr. A. E. Badertscher, McCormick & Co.; Geo. A. McLaughlin, McLaughlin, Gormley King Co.

Insecticide Scientific Section

Dr. Charles H. Peet, *Chairman*, Rohm & Haas Co.; R. W. Birdsall, Derris, Inc.; Dr. Thomas Lewis, S. B. Penick & Co.

Insecticide Terminology Section

Dr. Alfred Weed, *Chairman*, John Powell & Co., Inc.; Dr. W. J. G. Alozery, Shell Petroleum Corp.; R. S. Rowan, Edgar A. Murray Co.

LIQUID SOAP COMMITTEE

John V. Halaska, *Chairman*, Acme Chemical Co.; J. L. Brenn, Huntington Laboratories, Inc.; F. J. Pollnow, Vestal Chemical Co.; S. S. Selig, The Selig Co.; Walter R. Hills, Masury-Young Co.; D. J. Bachrach, Clifton Chemical Co.

Scientific and Standardization Section

D. J. Bachrach, *Chairman*, Clifton Chemical Co.; R. H. Young, Davies-Young Soap Co.; V. W. Mider, U. S. Chemical Co.; J. W. Schiffer, Federal Sanitation Co.; Norman C. Hayner, N. C. Hayner Co.

TRADE ETHICS COMMITTEE

Dr. Robert C. White, *Chairman*, Robert C. White Co.; D. N. Calkins, Rochester Germicide Co.; Fred A. Hoyt, Frederick Disinfectant Co.

Councillor to Chamber of Commerce of the U. S. A.

Dr. Robert C. White, Robert C. White Co.

MEMBERSHIP COMMITTEE

John Powell, *Chairman*, John Powell & Co., Inc.; James Varley, Baird & McGuire, Inc.; John C. Wolke, L. Sonneborn Sons, Inc.

Special Committee on the Amendment to the Insecticide Act of 1910

Peter Dougan, *Chairman*, Merck & Co.; C. C. Baird, Baird & McGuire, Inc.; J. H. Wright, Zonite Products Co.; Dr. Geo. F. Reddish, Lambert Pharmacal Co.

CONVENTION COMMITTEE

W. J. Andree, *Chairman*, Sinclair Refining Co.

Program

W. J. Andree, Sinclair Refining Co.; J. A. Walsh, C. B. Dolge Co.

Publicity

Ira P. MacNair, MacNair-Dorland Co.

Entertainment

Grant A. Dorland, MacNair-Dorland Co.

Arrangements

Harry W. Cole, Baird & McGuire, Inc.; John Powell, John Powell & Co., Inc.

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Murray & Nickell, Chicago, importers and millers of crude drugs, including pyrethrum, are interested in the development of a humidifier and air washer under the name "Murnick." This portable, electric machine adds moisture to the air directly, without throwing a damp mist, and cleans out dust and dirt. It is also useful in diffusing perfumers or deodorizers. The company has not yet definitely decided whether the humidifier will be marketed through one national sales agency or whether a number of local distributors will be secured in various parts of the country.

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International Exterminator Co., 1153 N. Wells St., Chicago, manufacturers of all types of exterminating products for the past 25 years, has developed a vaporizing machine which is going to be marketed as the "Verminator." Through the use of super-heated steam, it is unnecessary to wait for any length of time for the machine to start working. The company plans to sell the "Verminator" direct to manufacturers and distributors of insecticides, also to fumigators and exterminators.

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The O'Cedar Wax Cream package of the O'Cedar Corp., Chicago, was winner of the Irwin D. Wolf Award at the annual exhibition of packages sponsored by the American Management Association in cooperation with the National Alliance of Art and Industry. The package was reproduced in the August, 1932, issue of *Soap*. The bottle is made by Owens-Illinois Glass Co., Toledo, and the closure by Phoenix Metal Cap Co., Chicago.

VOGEL

A substantially constructed sprayer that will stand up under hard usage, priced at a remarkably low figure.

SPRAYERS

Regular hand type, also continuous. Sturdy, well designed. The greatest value for your money in sprayers.

CANS

Standard stock sizes for liquid insecticides and disinfectants. Plain or lithographed. A gross or a carload. The standard insecticide container.

Deodorizing Block Holders
Shaker Top Cans for Para

Plain stock types or specially lithographed

WILLIAM VOGEL & BROS., Inc.
37-47 South 9th St. Brooklyn, N. Y.

"SERRID" PRODUCTS *of* DERRIS ROOT

For Fly Sprays
"SERRID" DOUBLE X

A combination Rotenone pyrethrum oil concentrate that will stay in solution,—a decided improvement in the field. Sold on a kill basis as high as 85%. With this base manufacturers may improve their product and lower their costs.

For Agricultural Sprays
"SERRID" SUPERSPRAY

A finished concentrated liquid plant spray sold in bulk for repackaging. Highly effective against mealy bug and red spider. Tested and proven by prominent entomologists.

A complete range of Derris products uniform as to qualities, standardized as to Rotenone content, and sold on this basis. Available in large quantities to manufacturers of insecticides.

Powdered Root, standardized, is most effective in household powders. For protection of vegetable and fruit crops, powdered Derris Root is not only efficacious but leaves no poisonous residue.

DERRIS, Inc.
79 WALL STREET, NEW YORK

MEMBER NATIONAL INSECTICIDE AND DISINFECTANT MFRS. INC. INC. 1914

Say you saw it in SOAP!

The Case of Coconut Oil

(*From Page* 19)

oil are discussed at great length. In a series of price curves on several important vegetable oils for the years from 1928 to 1932, the closest price relationship between any of the oils will be found to be between those of soybean oil and linseed oil. If these curves are studied in detail, the respective course of soybean oil will be seen to follow almost exactly that of linseed oil, whereas there are very wide deviations between it and the other vegetable oils, with absolutely no basis of comparison between it and coconut oil.

From this analysis it will indeed be difficult to trace any benefit which might accrue to the American soybean farmer from a tariff placed on our more important imported vegetable oils, particularly Philippine coconut oil.

ALTHOUGH it is generally conceded that the vegetable oil tariffs incorporated in both the 1921 tariff revision and the Hawley-Smoot tariff act of 1930-31 were dictated largely in the alleged interest of certain agricultural groups, the economic philosophy on which such action was predicated is certainly to be questioned. I have already stated that, generally speaking, the United States produces only fats and oils of edible grade and our domestic exports consist almost entirely of fats and oils of edible grade. The United States imports, however, only fats and oils for industrial usage, from which it must follow that if these imports of industrial fats and oils are shut off for the purpose of making it possible to consume more of our own domestic produced fats and oils, this consumption must be in industrial channels, primarily in the soap kettle.

Unquestionably some of our premier high quality edible oils will be forced to seek an outlet in the soap kettle. Since we all know that the soap kettle is notoriously a scavenger, does it seem probable that the reputation of cottonseed oil as the premier edible oil of America will be enhanced by its demotion to its old-time identification with yellow kitchen soap, granting that public demand can again be created for this type of soap, the only one in which it can be used. Surely no explanation is needed to show that the general edible fat and oil price structure would not be improved by such an unsound course.

At a congressional hearing shortly prior to the enactment of the 1922 tariff law, the following statement was made: "So I point out to you gentlemen that there is right now plenty of opportunity in the soap business for cottonseed oil." Coming down to recent utterances of this type, there appeared in the September 17 issue of the "Cotton and Cotton Oil News" a letter in which the writer set forth in a clearly delineated form that it was his desire that cottonseed oil, which had not been used in the soap kettle for some years, be pushed back into the soap kettle from which you all know it was lifted only by the expenditure of millions of dollars in advertising, scientific research, and greatly improved refining skill. Cottonseed oil now stands as the premier edible oil of America,—in fact, of the world. Contrast this enviable position with that which it occupied only a few years ago before it was realized how valuable it was as an edible oil.

Despite all of this tariff medicine, primarily intended to elevate the cottonseed oil price structure, an examination of the circumstances which have brought about a diametrically opposite result is in order. The prices of cottonseed oil, and accordingly corn oil and peanut oil, are very closely governed by the price of lard. Since we export approximately 800,000,000 pounds of lard annually, the price of lard is governed by the world market and will continue to be so governed as long as we have our present heavy exportable surplus of this commodity. Obviously it must be clear that any reduction in the imports of the types of oils and fats at present brought into the United States, namely, those principally used for industrial purposes, could not change the present condition when the prices of edible oils and fats such as cottonseed oil, corn oil and peanut oil are based on quotations in the international market, by reason of our heavy lard exports.

In view of the foregoing facts, it would appear reasonable to argue that an attempt to increase the price of our industrial fats through the medium of an ill-advised tariff certainly would bring no benefit to the farmer. On the other hand, it might conceivably prove to be to his direct detriment.

Solely by the use of incontestable scientific facts it can be clearly demonstrated that coconut oil is not interchangeable, nor can it be substituted or replaced by any domestic produced fat or oil in any of the major groups of consumable products through which oils and fats move into consumption. The scientific reasons why, however, are readily understood only after one makes a detailed comparison of the chemical composition of coconut oil with the composition of the other fats and oils. Without such knowledge no one can speak with authority on the subject of interchangeability of fats and oils. An examination of the *scientific* facts reveals why coconut oil *cannot* be interchanged; but an examination of the *economic* facts is indispensable to a knowledge that it *is not* interchanged with any other fats or oils except within limits too narrow to be practicable. The whole program of fat and oil tariff revision is, therefore, built upon fallacious reasoning based upon an erroneous premise.

\$3,740.

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Exports of liquid household insecticides from United States during 1932 totaled 2,298,381 lbs., worth \$687,786, shipments during December accounting for 97,926 lbs., worth \$31,361. Exports of powdered and paste insecticides over 1932 totaled 426,223 lbs., valued at \$139,317, the December figures being 14,287 lbs., worth

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North Jersey Exterminating Co., formerly at 421 24th St., Union City, N. J., is now located in new quarters at 554 32nd St., Union City.

CIN-MADE CONTAINERS

Makers of all kinds of insecticides, cleansers, soap powders, deodorants, paradichlorbenzine blocks and crystals, and many other similar products use CIN-MADE cylindrical fibre containers. From a wide variety of styles, sizes and colors there is a CIN-MADE container to meet your individual requirement. A large stock of all standard sizes is always carried in stock enabling us to offer 24 hours' service on rush orders. Prompt service on special sizes.

A FEW CIN-MADE STARS

1. Single holders for para blocks. **2.** Special single holder with diamond cut holes and duo finish. **3.** Multi-type container for para blocks. **4.** Revolving nickeloid sifter cover. **5.** Aluminum pour-out spout type. **6.** Non-neck style—semi-perforated screw cap. **7.** Tin slip-on cover—semi-perforated. Samples and prices on request

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294 EGGLESTON AVENUE CINCINNATI, OHIO

The Modern Insecticide

Uniform — Dependable — Quick

Insecticide users have learned to demand a product which will act quickly, kill certainly and which shall be uniformly dependable. To satisfy this demand, a new type of insecticide has been developed which acts more quickly and kills more certainly than any natural product does. In addition, it is free from the inescapable variations of natural products.

LETHANE 384

satisfies every insecticide requirement. It is safe and sure in its action. It kills more rapidly. Most important of all, it does not vary from lot to lot. Lack of uniformity will injure the reputation of your product more seriously than any other factor. Eliminate uncertainty. You can depend upon Lethane 384.

Röhm & Haas Co., Inc.

222 West Washington Square, Philadelphia, Pa.

Soap Builders

(*From Page 29*)

THE latter part of Table I shows that the adsorption of 45 mg. of soap per 100 cc. corresponds to the three builders with a high sodium-ion content—sodium hydroxide, sodium carbonate, and modified soda with equivalent weights of 40, 53, and 63.3. The adsorption of 60 mg. of soap per 100 cc. corresponds to the builders with lower total sodium-ion concentration—sodium metasilicate and trisodium phosphate with equivalent weights of 115 and 127. Although these are only approximations, the differences are great enough to indicate that the degree to which soap is adsorbed from the solution is directly related to repression of hydrolysis of the soap by sodium ion from the builder. Such an explanation is far too simple to be the whole explanation.

The values for deflocculating and emulsifying power, as represented by the weight of umber suspended per 100 cc., show a distinction between colloidal and noncolloidal materials. The materials possessing known colloidal properties—sodium oleate and sodium metasilicate—are better agents than the noncolloidal materials. The properties of trisodium phosphate correspond with those of a colloidal builder in this case and have been found to do so in other cases. This is true, irrespective of the degree of alkalinity of the solutions of these various substances. In order to illustrate this, the materials have been listed in all tables in decreasing order according to their degree of alkalinity as previously determined (*4*).

Of the series, sodium hydroxide, which gives the highest pH, has comparatively low deflocculating power and therefore shows a low value for the combined deflocculating and emulsifying power. Sodium carbonate has a considerably higher pH in solution than modified soda but both give the same low values. Sodium oleate has a low pH and the highest deflocculating and emulsifying power.

Another distinguishing feature of these determinations is the additive effect shown by mixtures of soap and alkali. Where the pH of the solution is a determining factor in tests of a detergent property of an alkali or alkaline salt, as in interfacial tension determinations, substances which give a pH lower than that of a soap solution increase the value of the soap very little when added to it and may decrease it. In suspension or emulsification, however, the effect of the builder is apparently added to that of soap. This is demonstrated in Table II. It follows that in these tests the importance of wetting power is small as compared with suspending or emulsifying power. Even those salts which do not raise the pH of a soap solution, as represented by modified soda, are capable of raising the deflocculating and emulsifying power of a soap solution by the extent of the effect of the salt solution alone. This is partially

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Substitute for Oil Citronella, presenting the characters midway between Oil Citronella Ceylon and the Java variety. Is equal in pungency to the best Ceylon Oil, light in color, uniform in quality and strength, almost water white, having no darkening tendencies in finished soaps, sprays or other products. Much lower in price . . . not subject to the wide fluctuation range of the natural Citronella.

It will pay you to investigate this new MM&R Specialty.

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Pine, Sassafrass, Plain

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Castile, U. S. P.
Coco Castile 50-50
Pure Coconut

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Light and Dark

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EXTERMINATORS if you are interested in a standardized product that will really kill roaches, water bugs, croton bugs, rats and mice, try our Phosphorus Paste for Pests.

It does not dry out or become hard readily.

Its attractive ingredients are tempting to insects and rodents. It kills them.

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Effective and economical exterminators of mice.

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Poison Wheat (colored red)
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Mixed Poison Grains (colored four seed mixture)

Packed in fifty and one hundred pound drums.

We manufacture bulk products for the trade *only*.

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800 Hickory Street **Saint Louis, Missouri**

Established 1855

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due to the soap builder reacting with the fatty acid of the coating on the umber particles. That this is not the entire explanation is indicated by the fact that the deflocculating and emulsifying values found for the alkaline salts do not parallel their pH or COH values as previously determined. Soap serves as a deflocculating agent and protective colloid, and therefore stabilizes the suspension of oiled umber particles.

TABLE II. COMPARISON OF DEFLOCCULATING AND EMULSIFYING POWER OF ALKALINE SALT AND SOAP SOLUTIONS AT 20° C.

0.1% SOLNS.	UMBER SUSPENDED: Sum of values for alkalies alone + 48.6, value for sodium oleate alone	UMBER SUSPENDED: Values detd. for alkalies and sodium oleate together	Difference
	Milligrams per 100 *cc.*		
Sodium hydroxide	67.5	66.4	—1.1
Sodium metasilicate	80.8	77.0	—3.8
Trisodium phosphate	73.9	73.4	—0.5
Sodium carbonate	60.8	66.4	+5.6
Modified soda	60.8	57.6	—3.2

Considering the deflocculating and emulsifying values of these individual materials, the highest is sodium oleate. Sodium metasilicate follows next, with trisodium phosphate third. The effects of blended materials need not be classified other than to say that they are the sums of the effects of the individual materials used. The effect of soap alone is not far greater than that of metasilicate alone.

Disodium phosphate is not included in the tables and general discussion because it is not an alkaline salt of the type being considered. Under the conditions of Table I, in the absence of soap, where trisodium phosphate gives a value of 25.3, disodium phosphate gives a value of 28.8 as compared with 12.2 given by sodium carbonate and by modified soda. This is further confirmation of the apparent colloidal behavior of alkaline phosphates and is entirely out of line with the COH values. In the presence of soap, effect of the relatively low COH of the disodium phosphate shows in the value of 57.5, corresponding with 57.6 for modified soda rather than with 73.4 for its more alkaline homolog, trisodium phosphate. The pH value is so markedly below the neutral point for soap that the deflocculating and emulsifying power does not correspond to the rule stated for true builders as brought out in Table II. The sum of the individual values for disodium phosphate and soap is 77.4, but the mixture of disodium phosphate and soap gives a value 19.9 units lower, because of the detrimental effect of the low COH of disodium phosphate on the soap. Therefore, while disodium phosphate has merit as an emulsifying agent below pH 10.2, in the presence of soap, trisodium phosphate rather than disodium phosphate should be used.

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(6) Stericker, *Ibid.*, 15, 244 (1923).
(7) Vincent, *J. Phys. Chem.*, 31, 1281-1315 (1927).

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Rats .. Mice .. Ants
THALLIUM SULFATE
kills!

Manufacturers of insecticides should investigate the possibilities of using this product in their preparations.

Exterminators will find Thallium Sulfate an especially efficient product when used on baits in accordance with our directions.

Thallium Sulfate is a white powder —100% tasteless and odorless. Other thallium salts are also available. Packed in 2½ pound bottles and cans and in 50 pound boxes. Get complete information about the merits of Thallium Sulfate now.

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REPELOCIDE
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. . . household, cattle and other insecticidal sprays.

Repellent Value—Livestock Sprays
94% efficient *with 10%* REPELOCIDE
76% efficient *without* REPELOCIDE

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. . . will increase the kill of your Pyrethrum sprays 15 to 25% by the Peet-Grady method.
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Priced for Exceptional Value. It will pay you to send for a free sample of Pylaklor 53.

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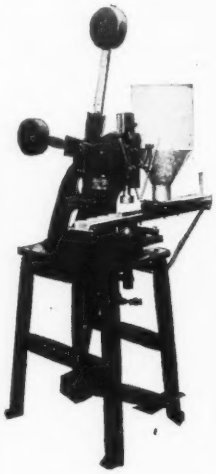

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—that will withstand the moisture of toilet rooms without discoloring—nickel or chromium plate on heavy pressed steel. Their construction is sturdy, durable—modern in design.

The Economy

illustrated here, is doubly popular—for its moderate price—and for its positive, waste preventing action. It eliminates toilet room litter, avoids unsightly long-hanging streamers, banishes extravagant use of toilet tissue. A permanent investment—insures saving more than 40 per cent of the cost of ordinary paper service systems. A money saver for institutions, schools, hotels, hospitals, office buildings, department stores, railroads, manufacturing plants—or wherever quality and economy must go hand in hand.

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Note: All advertisements must be in publisher's hands by the first of the month for that month's issue.

Positions Wanted

Chemist—Young man associated with largest soap and oil houses desires position. Has had charge of lots of production. Address Box 169, care *Soap*.

Soapmaker, German, 40 years, intelligent and industrious, thoroughly familiar with all details of production and processes of manufacture. Expert on cold-process and semi-boiled toilet soap. Address Box 180, care *Soap*.

Superintendent and Practical Soapmaker—20 years' experience, economical methods working cotton oil soap stock, financial statements of profits—made by past record. Address Box 172, care *Soap*.

Soap and Wax Maker—Man with 14 years' experience in toilet, paste, soft and liquid soaps, disinfectants, floor waxes, including self-polishing. Analytical control. Intensive worker, can manage complete production. Seeks position of greater responsibility. Best references. Address Box 173, care *Soap*.

Salesman: With knowledge of insecticide manufacture; ten years' experience as insecticide sales manager, seeks connection. Thoroughly familiar with Northeastern States. Best references. Address Box 174, care *Soap*.

Superintendent Soap Maker, Perfumer—All kinds profitable soda, potash laundry, toilet soaps, perfumes, cosmetics. Escribo castellano—install factories. Address Box 175, care *Soap*.

A master soap maker, 52 years experience all kinds of potash and soda soaps, also face and shaving creams, toilet and shampoo soaps, will send formulas with detail instructions and short cuts easy and practical at a reasonable price. References supplied. Address Box 179, care *Soap*.

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Let us make up your CLEANING POWDERS using your own names and labels.

Build up the business on *your own brand.*

Special formulas developed.

Write for further details

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Shampoo Bases
Liquid Soap Base
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Scrubbing Soaps

For Repacking and Jobbing 55 years' experience assures satisfaction.

GEO. A. SCHMIDT CO.
INCORPORATED
Manufacturers of SOAPS *of Every Description*
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IF YOU SELL

VITOZONE

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DEODORANTS

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Exclusive new perfuming process of PURE PARA—dichlorobenzene under pressure up to EIGHTY TONS produces the VITOZONE DEODORANT BLOCKS.

MORE CONCENTRATED
MORE EFFICIENT
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Write for Sample, Odors, Sizes and Price for packaging under

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Sanitary Chemicals For Jobbing Trade

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"JAY BEE" Hammer Mill

Developed to grind Pyrethrum Flowers for the greatest yield of Pyrethrins, the "Jay Bee" all-steel hammer mill is not equalled in economy and in uniformity of ground product.

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A finer powder can be made with the "Jay Bee." Cool, uniform grinding—absolute dependability at all times—lowest grinding cost per ton—lowest maintenance cost: features of the "Jay Bee" mill that merit your immediate investigation.

"Jay Bee" mills are compact: require small space. Sturdy steel construction. Long life, biggest capacity for H. P. used. Low operating and upkeep cost. Sizes and styles to meet every grinding requirement: 2 H. P. to 100 H. P. with belt, V-belt, and direct-connected drives.

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VI BROX Packers are rapid, require a small amount of power, and in many cases make possible the use of smaller containers.

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Wanted—Salesman to sell chip soap in bulk, under private brands on a strictly commission basis. Reply with full particulars. Address Box 153, care *Soap.*

Opening: For a trained man with practical experience in the manufacture and application of Finishing products for textiles. Send application with references to Box 171, care *Soap.*

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Wanted—A jobber of sanitary supplies or janitor supplies in Cleveland and in St. Louis who is in a position to handle a complete Sanitary Service, long established and well-known, on an exclusive basis in those cities. If you are exclusively a jobber in either of the cities mentioned and interested in handling this service on a contract basis, communicate with Box 178, care *Soap.*

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2—16x40 Water Cooled Roller Mills.
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1—Scott Glycerine Evaporator.
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3—Granite Stone Mills, 3 and 4 rolls.
1—Simplex Soap Powder Grinder.
Cutting Tables, Slabbers, Kettles, Pumps, Tanks, Filter Presses, Wrapping Machines, Tube Fillers, Closers, Crimpers, Dry Powder Mixers, etc.

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POTASSIUM OR SODIUM

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More
U. S. Standard

GUM ROSIN

is used in the soap industry than in any other.

BUY AT THE SOURCE

We have storage yards all over Dixie and can supply Rosin in wooden barrels or in metal drums.

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TAYLOR, LOWENSTEIN & COMPANY
MOBILE the seaport of ALABAMA
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If *you* are not using Vioflor you are throwing away 40% to 70% of your cost for perfuming insecticides, naphthas, polishes, inks, para-blocks, etc . . . .

Without changing the odor effect now in your product!

It takes but a few minutes to demonstrate this.

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Every room equipped with radio • ceiling fans • bed reading lamps • inner spring mattresses & soft water.

RADIO IN EVERY ROOM
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Wanted: Electric automatic block pressing machine for para complete with dies. Must be in perfect running order. Cash for bargain. Address Box 177, care *Soap*.

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Wanted: Sales agent for well-known private brand soap manufacturer for Eastern Seaboard with headquarters in New York. Agent must know the field thoroughly and the buyers in it. Can purchase interest in plant if desired. Address Box 181, care *Soap*.

Magnus, Mabee & Reynard, Inc., New York, manufacturers and importers of essential oils, balsams and aromatic chemicals, have appointed J. H. Sauve as their sales representative for eastern Canada, with headquarters at 3518 Lacombe St., Montreal, Quebec. Mr. Sauve will cover the Maritime Provinces of Quebec, Ontario, etc.

—o—

The annual report of McKesson & Robbins, Inc., to be issued within the next few days, will show a net loss for 1932 slightly in excess of $900,000, after all deductions have been made, as compared with a profit of $1,845,000 in 1931. Sales volume held up fairly well last year, total sales exceeding $104,000,000, about 13% under the amount reported in the previous year. Current assets December 31, 1932, were in excess of $47,500,000, as against current liabilities of $7,400,000, as compared with a 5 to 1 ratio at the close of business in 1931. By order of the board of directors, the American Appraisal Co. revalued fixed assets, reducing the total valuation considerably.

—o—

U. S. Exterminating Co., New York, have expanded by the addition of new branches in Brooklyn and New York. The company headquarters are still located at 172 Delancey Street, New York. The new branches are at 92 Grand Street Extension, Brooklyn, and at 46 West 22d Street, New York.

—o—

R. N. Mehta, Ganpat Road, Lahore, India, has recently opened a plant for the manufacture of soaps and allied products.

—o—

The annual report of Monsanto Chemical Works, St. Louis, was presented to stockholders in unusual form this year in that photographs of plants and plant activity were scattered through the 22-page booklet. The report showed net income for last year as $1,012,698.50, as compared with $1,280,782.58 for 1931.

—o—

Imports of pyrethrum into United States during the year, 1932, totaled 12,110,736 lbs., with a value of $1,309,092, imports during December accounting for 586,688 lbs., worth $54,356.

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1—Soap Chip Dryer, 1200 lb.
2—Dopp 650 gal. Steam Jacketed Kettles.
1—Dopp 1200 lb. Steam Jacketed Crutcher.
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1—1000 lb. All Steel Soap Powder Mixer.
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25—Soap Frames, 60″x45½″x14″, with trucks.
6—Plodders, Houchin, Rutschman, 4″, 4½″ double screw, 6″, 8″, 10″.
14—Filter Presses, 42″x42″ to 12″x12″.
8—Granite Mills, 3 and 4 roll, 12″, 18″ and 24″.
15—Horizontal Mixers, Jacketed and Plain, 15 gal. to 1000 gal.

MISCELLANEOUS—Kettles, Mixers, Pony Mixers, Powder Fillers, Tube Fillers, Labelers, Soap Presses, Soap Wrappers, Tanks, Boilers, Pumps, etc.

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DISODIUM PHOSPHATE

Preferred for their colorless crystals, uniform size and sparkling appearance. Prompt deliveries made from convenient distributing points. Packed in 325-pound paper-lined barrels and paper-lined kegs. Also in bags.

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Where to buy

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for the Manufacture of Soaps and Sanitary Products

NOTE: This is a classified list of the companies which advertise regularly in *Soap.* It will aid you in locating advertisements of raw materials, bulk and private brand products, equipment, etc., in which you are particularly interested. Refer to the Index to Advertisements, on the following pages, for page numbers. ***"Say you saw it in SOAP."***

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American Cyanamid & Chemical Corp.
Columbia Alkali Co.
Hooker Electrochemical Co.
Niagara Alkali Co.
Solvay Sales Corp.
Stauffer Chemical Co.
Warner Chemical Co.
Welch, Holme & Clark Co.

AROMATIC CHEMICALS

Dodge & Olcott Co.
P. R. Dreyer, Inc.
E. I. du Pont de Nemours & Co.
Felton Chemical Co.
Fritzsche Brothers, Inc.
Givaudan-Delawanna, Inc.
Magnus, Maybee & Reynard, Inc.
Monsanto Chemical Works
Naugatuck Chemical Co.
Newport Chemical Works
Sherka Chemical Co.
Solvay Sales Corp.
A. M. Todd Co.
Ungerer & Co.
Van Ameringen-Haebler, Inc.
Albert Verley, Inc.

BULK AND PRIVATE BRAND PRODUCTS

Baird & McGuire, Inc.
Chemical Supply Co.
Clifton Chemical Co.
Davies-Young Soap Co.
Eagle Soap Corp.
Fuld Bros.
Harley Soap Co.
Hull Co.
Kemiko Mfg. Co.
Koppers Products Co.
Kranich Soap Co.
Palmer Co.
Philadelphia Quartz Co.
John Powell & Co.
Geo. A. Schmidt & Co.
Sennewald Drug Co.
Silmo Chemical Co.
Solshine Mfg. Co.
Stevens Soap Corp.
U. S. Sanitary Specialties Corp.
White Tar Co.
Windsor Wax Co.

CHEMICALS

American Cyanamid & Chemical Corp.
Bowker Chemical Co.
Columbia Alkali Co.
E. I. du Pont de Nemours & Co.
General Chemical Co.
Grasselli Chemical Co.
Hooker Electrochemical Co.
Mechling Bros. Chemical Co.
Monsanto Chemical Works
Newport Chemical Works
Niagara Alkali Co.
Philadelphia Quartz Co.
Solvay Sales Corp.
Standard Silicate Co.
Stauffer Chemical Co.
Swann Chemical Co.
Joseph Turner & Co.
Victor Chemical Works
Warner Chemical Co.
Welch, Holme & Clark Co.

COAL TAR RAW MATERIALS

(Cresylic Acid, Tar Acid oil, etc.)

American Cyanamid & Chemical Corp.
Baird & McGuire, Inc.
Barrett Co.
Koppers Products Co.
Monsanto Chemical Works
Reilly Chemical Co.
White Tar Co.

CONTAINERS

Cin-Made Corp. (Fibre Cans)
Cleveland Container Co. (Fibre Cans)
Maryland Glass Corp. (Bottles)
Metal Package Corp. (Tin Cans)
Owens-Illinois Glass Co. (Bottles)
Sefton National Fibre Can Co. (Fibre Cans)
William Vogel & Bros. (Tin Cans)

DEODORIZING BLOCK HOLDERS

Clifton Chemical Co.
Eagle Soap Corp.
Fuld Bros.
Oneida Chemical Co.
Palmer Co.
U. S. Sanitary Specialties Corp.
William Vogel & Bro.

ESSENTIAL OILS

Dodge & Olcott Co.
P. R. Dreyer, Inc.
Fritzsche Brothers, Inc.
Leghorn Trading Co.
Magnus, Maybee & Reynard, Inc.
A. M. Todd Co.
Ungerer & Co.
Van Ameringen-Haebler, Inc.
Albert Verley, Inc.

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Consulting Chemists and Engineers

Specializing in Soaps, Disinfectants, Insecticides, Polishes, Etc.

FOSTER D. SNELL, INC.

Chemists-Engineers

A technical organization offering complete consulting, research, operating and management service.

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Expert Color Service—Free!

To manufacturers of soap, toilet preparations, pharmaceutical products, disinfectants, motor fuels, insecticides, sweeping compounds, cleansers, polishes and similar products. We offer, free, our services to help you secure the proper coloring for your finished product.

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Analytical and Consulting Chemists

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Skinner & Sherman, Inc.

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Bacteriologists and Chemists

Disinfectants tested for germicidal value or phenol coefficient by any of the recognized methods.

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Research and Consulting Chemist

Specialist in the analysis, development and improvement of soaps, disinfectants, insecticides, cleansers, polishes and allied products since 1915.

Complete Research and Consulting Services.

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Your package has a definite bearing on your sales; modernize it now to meet today's conditions. Many manufacturers have shown immediate sales increases, and at the same time reduced their costs, by changing to Cleveland Containers.

There is a Cleveland Container for practically every packaging need—and a Cleveland man will be glad to help you with your packing problems.

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Detroit, Pittsburgh, Cleveland, Philadelphia, Rochester, Chicago

F. & S.

Quality Colors *for* TOILET SOAPS LIQUID SOAPS

TOILET PREPARATIONS

Long experience enables us to produce colors for all types of soaps.

If you have a shade you want matched send us a sample. We have complete facilities for matching.

Liquid soap colors a specialty—send for samples of F. & S. greens and ambers.

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205 FULTON STREET

NEW YORK, N. Y.

Import—Manufacture—Export

Say you saw it in SOAP!

RAW MATERIAL and EQUIPMENT GUIDE

(*Continued from page* 108)

NOTE: This is a classified list of the companies which advertise regularly in *Soap*. It will aid you in locating advertisements of raw materials, bulk and private brand products, equipment, etc., in which you are particularly interested. Refer to the Index to Advertisements, on the following pages, for page numbers. *"Say you saw it in SOAP."*

MACHINERY

Alsop Engineering Co. (Liquid mixing, filling and storage)
Carnegie Steel Co. (Stainless Steel)
Anthony J. Fries (Soap Dies)
B. F. Gump Co. (Barrel Packers, Packing, Weighing, Mixing and Conveying Equipment)
Houchin Machinery Co. (Soap Machinery)
Huber Machine Co. (Soap Machinery)
Illinois Steel Co. (Stainless Steel)
R. A. Jones & Co. (Automatic Presses and Cartoners)
Proctor & Schwartz (Dryers)
J. B. Sedberry Co. (Grinders)

MACHINERY, USED

Consolidated Products Co.
Newman Tallow & Soap Machinery Co.
Stein-Brill Co.

METAL CAPS

Anchor Cap & Closure Corp.
Crown Cork & Seal Co.
Ferdinand Gutmann & Co.

MISCELLANEOUS MATERIALS

Derris Inc. (Derris Products)
General Naval Stores Co. (Pine Oil-Rosin)
Hercules Powder Co. (Pine Oil and Rosin)
Ore & Chemical Corp. (Thallium Sulfate) Thallium
Pylam Products Co. (Lathering Agent)
Rohm & Haas Co. (Insecticide Base)
Sennewald Drug Co. (Poison Baits)
L. Sonneborn Sons (Petroleum Products)
Taylor Lowenstein & Co. (Rosin-Pine Oil)
Thoricide Co. (Insecticide Base)

OILS AND FATS

Leghorn Trading Co.
Newman Tallow & Soap Machinery Co.
Theobald Annual By-Products Refinery
Welch, Holme & Clark Co.

PARADICHLORBENZENE

E. I. du Pont de Nemours & Co.
Hooker Electrochemical Co.
Monsanto Chemical Works
Niagara Alkali Co.
Solvay Sales Corp.

PERFUMING COMPOUNDS

Dodge & Olcott Co.
P. R. Dreyer, Inc.
Felton Chemical Corp.
Fritzsche Brothers, Inc.
Givaudan-Delawanna, Inc.
Magnus, Maybee & Reynard, Inc.
Ungerer & Co.
Van Ameringen-Haebler, Inc.
Albert Verley, Inc.

PYRETHRUM PRODUCTS

(Insect Flowers, Powder and Pyr. Ext.)

W. Benkert & Co.
McCormick & Co.
McLaughlin, Gormley, King Co.
S. B. Penick & Co.
John Powell & Co.

SOAP COLORS

Eaton-Clark Co.
Fezandie & Sperrle
Interstate Color Co.
Pylam Products Co.

SOAP DISPENSERS

Auto-Sun Products Co.
Clifton Chemical Co.
Eagle Soap Corp.
Fuld Bros.
Palmer Co.
U. S. Sanitary Specialties Co.

SODIUM SILICATE

American Cyanamid & Chemicals Corp.
General Chemical Co.
Grasselli Chemical Co.
Mechling Bros. Chemical Co.
Philadelphia Quartz Co.
Standard Silicate Co.

SPRAYERS

Breuer Electric Mfg. Co.
Dobbins Mfg. Co.
Hudson Mfg. Co.
Lowell Sprayer Co.
Sprayit
William Vogel & Bros.

STEEL CONTAINERS

John Trageser Steam Copper Works (Pails and Drums)
Wilson & Bennett Mfg. Co. (Pails and Drums)

SULFONATED OILS

National Oil Products Co.
Richards Chemical Works

TRI SODIUM PHOSPHATE

American Cyanamid & Chemicals Corp.
Bowker Chemical Co.
General Chemical Co.
Grasselli Chemical Co.
Swann Chemical Co.
Victor Chemical Works
Warner Chemical Co.

MECHLING'S

PHILADELPHIA
CAMDEN, N. J.
BOSTON, MASS.

EST. MBC 1869

SILICATE OF SODA

MECHLING BROS · CHEMICAL COMPANY

"FILMA-SEAL"
(the double seal of cap and film)

Is used on many nationally known products

Prevents
Evaporation—Leakage—Tampering

Send us a few of your packages, glass or tin, to "FILMA-SEAL" and we will prove its advantages to you.

FERDINAND GUTMANN & CO.
Bush Terminal No. 19 **Brooklyn, N. Y.**
Trade Marks Reg. Pats. Pending

SOAP
POWDER
FLUFFY AND HEAVY

Scouring Powder
and
Detergent

Packed in barrels or kegs.
In bulk to the trade.

STEVENS SOAP CORP.
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CUmberland 6—3747

FLOOR WAX
LIQUID
PASTE
POWDER

New Improved Self-Polishing Liquid Wax
UNDER YOUR OWN LABEL
We print the label
Send for Samples and Quotations
WINDSOR WAX COMPANY
50 Church Street *REctor 2—0661* New York, N. Y.
Factory: 611-617 Newark St., Hoboken, N. J.

Say you saw it in SOAP!

Cans..

Fibre Ends
Metal Ends
for Dry Products

Insecticide Cans
Moth Cake Cans
Powdered Soap Cans
Cleanser Cans
Deodorant Cans

THE finest fibre Can and Tube Service in America

SEFTON

SEFTON NATIONAL FIBRE CAN CO.
3205 Big Bend Road
MAPLEWOOD, ST. LOUIS, MISSOURI
Plants in Chicago, New Iberia, La., and St. Louis

Cleveland
POINTS WITH PRIDE...
TO ITS New
CARTER Hotel...

and you'll look back with pride and satisfaction on a visit to this great hotel where every room is as smart and new as a new day — where comfort and luxury achieve a new meaning — and where both rooms and food are priced surprisingly low.

IN THE CENTER OF DOWNTOWN CLEVELAND
600 ROOMS FROM $2.50 EACH WITH BATH
FOLSOM B. TAYLOR *Managing Director*

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for low cost *in* para block *manufacture*

These two practical machines are all you need to produce high quality para blocks or cakes. The small machine on the left will thoroughly mix all ingredients. The large machine on the right will compress the mixture into any shape dies can give.

In addition, the mixer can be used on other dry products such as roach powder, cleansers, bath salts, etc. It will also give a smooth, soft and velvety texture to creams.

The hand lever press has more power than cheap foot presses. Inexperienced operators can rapidly turn out fine looking blocks. Send us some of your material and let us show you some specimen cakes. The press will save from 5% to 10% over the hot process.

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Makers of Good Soap Machinery for Forty Years

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World's Tallest Hotel 46 Stories High

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2500 ROOMS $2.50 UP

MORRISON HOTEL
Madison and Clark Streets CHICAGO

Hy-Speed MIXERS

Made in all sizes from 1/50 H.P. to 20 H.P. Clamps to any container, but special for every job.

Write for free copy of Handbook on Liquid Processing and Handling.

Please Specify

1. General nature of mixture and heavy or light, viscous or thin, hot or cold?
2. Does consistency change during process?
3. Are solids dissolved or kept in suspension?
4. Is slow, rapid or violent agitation needed?
5. Is mixing to be continuous or intermittent?
6. Is mixer to run on one tank or several tanks?
7. Size of tanks and volume of liquid to be mixed.
8. Voltage and type of electric current. (If A.C. state cycle and phase.)

ALSOP ENGINEERING CORP.
Electric Filters, Asbestos, Discs, Pumps, Glass Lined Tanks and Mixers
39 West 60th Street New York, N. Y.

IT COSTS MORE IN SALES EFFORT TO SELL A MEDIOCRE PRODUCT THAN FOR RESEARCH TO MAKE IT THE BEST IN ITS FIELD.

Foster D. Snell, Inc.
Chemists « Engineers
130 Clinton St.,
Brooklyn, N. Y.

Say you saw it in SOAP!

Your Competitors Use Hull Emulsifier

It is used to stabilize the suspension of more Automobile Cleaner-Polishes than any other suspending medium. It would render your polish completely stable.

The Hull Company

130 Clinton Street Brooklyn, N. Y.

MAILING LISTS

Pave the way to more sales with actual names and addresses of Live prospects.

Get them from the original compilers of basic list information—up to date—accurate—guaranteed.

Tell us about your business. We'll help you find the prospects. No obligation for consultation service.

FREE

60 page Reference Book and Mailing LIST CATALOG

Gives counts and prices on 8,000 lines of business. Shows you how to get special lists by territories and line of business. Auto lists of all kinds.
Shows you how to use the mails to sell your products and services. Write today.

R. L. POLK & CO.
Polk Bldg.—Detroit, Mich.
Branches in Principal Cities
World's Largest City Directory Publishers

Mailing List Compilers. Business Statistics. Producers of Direct Mail Advertising.

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The *Manufacturing* CHEMIST

& PHARMACEUTICAL COSMETIC & PERFUMERY TRADE JOURNAL

Embracing the Manufacture of Drugs, Pharmaceuticals, Cosmetics, Toilet Preparations, Photographic Materials, Soaps, Fine Chemicals, Essential Oils, Perfumes, Dental Preparations, Patent Foods and Machines in Liquid, Powder, Paste, Pill and Tablets, Polishes, Antiseptics, Germicides.

Wood Polishes, by A. B. Searle.
The Removal of Superfluous Hair, by Dr. Albert Ellmer.
Essential Oils in India and Ceylon—A Review.
The Fatty Alcohols and their Sulphonated Products.
Metal Polishes, by Alfred B. Searle.
Colour Combinations in Cosmetics, by H. Stanley Redgrove.
The Malaria Scourge, by Dr. Konrad Schulze.
New Perfumes and Cosmetics.
Recent Advances in Anaesthesia, by Dr. Konrad Schulze.
The Manufacture of Vanishing Creams, by Thomas McLachlan.
Medicinal Hair Preparations, by Frank H. Sedgwick.
Loose Powder Containers, by H. Stanley Redgrove.

LEONARD HILL LIMITED
231 STRAND LONDON. W. C. 2.
(Opposite the Law Courts)
ENGLAND

Publishers of

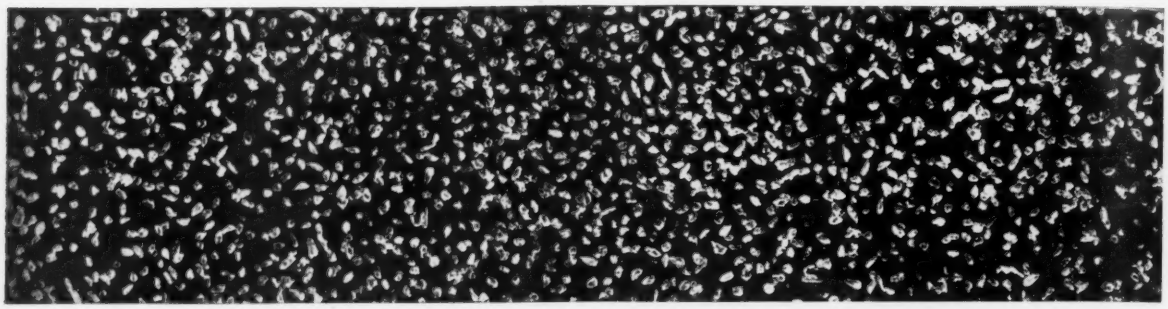
FOOD MANUFACTURE, PAINT MANUFACTURE, THE MANUFACTURING CHEMIST, RUBBER INFORMATION, CHEMICAL ENGINEERING & CHEMICAL CATALOGUE.

Beside the GRIFFIN.

Say you saw it in SOAP!

3 SIZES OF CRYSTALS

make DU PONT PARA-DICHLOROBENZENE *easy to fabricate*



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E. I. du Pont de Nemours & Co., Inc.
Organic Chemicals Department, Wilmington, Delaware

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Organic Chemicals Dept., Wilmington, Del.
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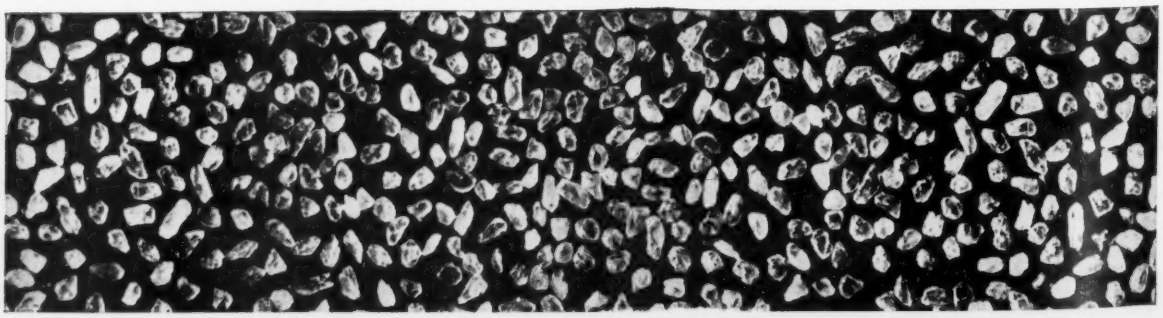

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LE CHIMISTE

De la Galerie de S.A.S. Monseigneur Le Duc d'Orléans

80, FIFTH AVENUE_NEW-YORK

GERANIOLS

For Soap

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GERANIOL SOAP.... gives a true rosy sweetness that is a real "find" for soap products. Inexpensive because we can make it in large quantities.

Also

GERANIOL PURE .... delicate, soft and sweet, for the full round rose odor.

GERANIOL EXTRA .... a water-white, high-odor value geraniol, free from by-odors. An excellent buy.

GIVAUDAN - DELAWANNA

INCORPORATED

80 FIFTH AVENUE, NEW YORK, N. Y.

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1. These sprays repel for six hours.
2. They insure a 63% kill as determined by the Peet-Grady Method.
3. They do not burn or blister hides.
4. They do not increase the body temperature of cattle.
5. They do not taint milk if usual care is exercised.
6. They do not stain or discolor.
7. They do not cause matting of hair.
8. They help heal open cuts and wounds.
9. They help increase the yield and quality of milk.

Steam-distilled Pine Oil
Steam-distilled Wood Turpentine
Wood Rosin
Alpha Terpineol
Commercial Abietic Acid
Abalyn
Nitrocellulose
Chemical Cotton

Ask your supplier about Yarmor cattle sprays

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HERCULES POWDER COMPANY
INCORPORATED

995A Market Street *Wilmington, Delaware*

Branch Offices: Chicago, New York, St. Louis, Salt Lake City, San Francisco

QQ-12